



February 17, 2012

FDA Tobacco Products Scientific Advisory Committee  
Center for Tobacco Products  
9200 Corporate Blvd  
Rockville, MD 20850

To Whom It May Concern:

We, the Virginia Foundation for Healthy Youth (VFHY), would like to share updated results of the Meltdown Campaign. We thank you for the opportunity to present Meltdown survey findings at the previous TPSAC meeting on January 20, 2012. Between May 2009 and May 2011, youth volunteers collected surveys from 8,150 Virginia residents throughout the state. Key findings from the survey are included below:

- 35% of teenagers believed Camel Orbs to be candy, mints or gum, based on its packaging;
- 23% of teens who currently do not use tobacco said they would try Camel Orbs Fresh based on its packaging;
- 53% of respondents believed that Frost, a Snus flavor, was a flavor associated with candy, mints or gum;
- 83% of respondents believed that Wintergreen, a Stonewall flavor, was a flavor associated with candy, mints or gum.

Since the January presentation, we have conducted additional analysis based on the feedback from esteemed committee members. We hope that these findings will provide further evidence to the FDA of the need to regulate the packaging and flavoring of dissolvable tobacco products. The highlights of the additional analysis are below, and segmented findings based on age and tobacco use are included in the full report:

- When Snus package is misperceived as candy, mints, or gum, 50% of respondents said they would try it compared to only 7% who said they would try it when correctly perceived as tobacco.
- When Orbs package is misperceived as candy, mints, or gum, 55% of respondents said they would try it compared to only 8% who said they would try it when correctly perceived as tobacco.
- When Stonewall package is misperceived as candy, mints, or gum, 49% of respondents said they would try it compared to only 8% who said they would try it when correctly perceived as tobacco.



- When Frost flavor is misperceived as candy, mints, or gum, 76% said they would try it compared to 13% who said they would try it when correctly perceived as tobacco.
- When Wintergreen flavor is misperceived as candy, mints, or gum, 81% said they would try it compared to 18% who said they would try it when correctly perceived as tobacco.
- When Java flavor is misperceived as candy, mints, or gum, 61% said they would try it compared to 7% who said they would try it when correctly perceived as tobacco.

VFHY youth empowerment program, Y St. (read Y Street), implemented the Meltdown campaign in Virginia from May 2009 – May 2011. The purpose of the Meltdown Campaign is to increase awareness about dissolvable tobacco products in their communities and assess public knowledge, attitudes, and opinions regarding dissolvable tobacco products. We first submitted comments to the public docket in June 2010, summarizing survey results that youth volunteers collected from 1,400 Virginia residents throughout the state. Similar to our findings then, the updated survey findings corroborate the suspicion that these new products are easily confused for candy, mints, or gum based on their packaging and flavoring.

The Meltdown Campaign has also been implemented statewide in New Mexico by Evolvment, the state's tobacco control youth empowerment program. Survey findings yielded similar results with Virginia findings, providing further evidence that the dissolvable tobacco product packaging and flavoring are easily confused with non-tobacco products.

We hope the FDA find our data compelling enough to take strong action to protect the public in general and youth in particular from these tobacco products with appropriate rules and regulation. If you have any questions, comments, or require any additional analysis, please do not hesitate to contact me.

Sincerely,

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**melt  
down**

A  CAMPAIGN

# **MELTDOWN SURVEY REPORT**

**FEBRUARY 2012**

PREPARED BY RESCUE SCG  
FOR VIRGINIA FOUNDATION FOR HEALTHY YOUTH



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## EXECUTIVE SUMMARY

### Introduction

The Virginia Foundation for Health Youth (VFHY) launched the Meltdown Campaign as part of its statewide youth empowerment campaign called Y St. (read: Y Street) in May 2009. Y St. high school members implemented Meltdown surveys in their communities to achieve the Meltdown campaign objectives, which are as follows:

- 1) To increase public awareness about Snus and the dissolvable tobacco products;
- 2) Assess whether the packaging and flavoring of Snus and the dissolvable tobacco products appeal to youth;
- 3) Assess whether the packaging and flavoring of Snus and the dissolvable tobacco products appeal to non-tobacco users.

This report summarizes findings from 8,150 surveys from respondents in 210 Virginia communities between May 2009 - May 2011. The data is analyzed based on the following sample groups:

- 1) All respondents in Virginia (N = 8,150)
- 2) Youth under 18 years old (N = 5,134)
- 3) Youth under 18 years old who use tobacco (N = 426)
- 4) Youth under 18 years old who do not use tobacco (N = 4,616)
- 5) All respondents who use tobacco (N = 1,039)
- 6) All respondents who do not use tobacco (N = 6,960)

Survey respondents were predominantly minors under 18 years old at 63% (Fig A1) and female at 60% (Fig A2). 50% of all tobacco users were male and 48% were female (Fig C1). 41% of tobacco users in the sample were minors under 18 years old (Fig C2).

### Key Findings

In the full sample, 23% to 37% of respondents incorrectly associated Snus and dissolvable tobacco packages with candy, mints, or gum. **Between 49% to 55% of respondents said they would try the products when incorrectly associated with candy, mints, or gum compared to only 6% to 8% when correctly associated with tobacco.**

In regards to flavors, 53% to 83% of all respondents incorrectly associated dissolvable tobacco flavors with candy, mints, gum, or non-alcoholic beverages. Between 61% to 81% of all respondents said they would try it when incorrectly associated with candy, mints, gum, or non-alcoholic beverages but still **7% to 13% said they would try it when correctly associated with tobacco.** Additionally, **74% of non-users said they would try Wintergreen based on flavor alone compared to only 46% of tobacco users.**

These data provide evidence that the packaging and flavoring of new tobacco products might be misleading, or at least confusing to consumers. Most concerning is the confusion these flavors and packaging cause amongst minors who do not currently use

tobacco products. We believe the packaging and flavors of new tobacco products should be further investigated to determine if new regulations are necessary to ensure they do not contribute to tobacco use by minors.

### Current & Future Tobacco use

13% of all respondents used tobacco products (Fig A3). The tobacco use prevalence was even lower amongst minors at 8% (Fig B1).

Amongst all respondents who used tobacco products, 69% smoked cigarettes, 27% used cigars, 25% used chew/dip, and 10% used other tobacco products (Fig A4). Chew/dip is more popular amongst youth than adults (Fig B2).

13% of all respondents said they intend to smoke cigarettes or use any type of tobacco product next year (Fig A5). 9% of youth respondents said they intend to smoke cigarettes next year (Fig B3) while 10% of youth respondents intend to use at least one type of tobacco products (Fig B4).

It is important to note that 3% of youth respondents who currently do not use any tobacco products intend to smoke cigarettes next year (B3) and 4% intend to use at least one type of tobacco products (B4).

### Snus Product Package Highlights

23% of all respondents incorrectly associated Snus with candy, mints, or gum (Fig A6). Of these, 50% said they would try it (Fig A9). 72% of all respondents correctly associated Snus with tobacco (Fig A6). Of these, 7% said they would try it (Fig A9). Overall, **18% of all respondents said they would try Snus based on packaging alone** (Fig A8).

Amongst youth respondents, 23% incorrectly associated Snus with candy, mints, or gum while 72% correctly associated it with tobacco (Fig B5). 17% of all youth respondents said they would try Snus based on packaging alone (Fig B6). **51% of youth who incorrectly associated Snus with candy, mints, or gum said they would try it** (Fig B7), compared to 5% who correctly associated Snus with tobacco (Fig B8). Regardless of what Snus was associated with, youth tobacco users were more likely to say they would try it.

Slightly more non-tobacco users incorrectly associated Snus with candy, mints, or gum at 23% compared to tobacco users at 22%. Slightly more tobacco users correctly associated Snus with tobacco at 73% compared to non-users at 72% (Fig C5). **42% of tobacco users said they would try Snus based on packaging alone compared to 14% of non-tobacco users** (Fig C6). When incorrectly associated with candy, mints, or gum, 58% of tobacco users said they would try it compared to 49% of non-users (Fig C7). However, when correctly perceived as tobacco, 36% of tobacco users said they would try it compared to only 3% of non-users (Fig C8).

### Orbs Product Package Highlights

37% of all respondents incorrectly associated Orbs with candy, mints, or gum (Fig A6). Of these, 55% said they would try it (Fig A10). 55% of all respondents correctly associated Orbs with tobacco (Fig A6). Of these, 8% said they would try it (Fig A10). Overall, **25% of all respondents said they would try Orbs** based on packaging alone (Fig A8).

Amongst youth respondents, 35% incorrectly associated Orbs with candy, mints, or gum while 57% correctly associated it with tobacco (Fig B10). 23% of all youth respondents said they would try Orbs based on packaging alone (Fig B11). **54% of all youth who incorrectly associated Orbs with candy, mints, or gum said they would try it** (Fig B12), compared to 3% who correctly associated Orbs with tobacco (Fig B13). Regardless of what Orbs was associated with, youth tobacco users were more likely to say they would try it.

Slightly more tobacco users incorrectly associated Orbs with candy, mints, or gum at 39% compared to non-users at 37% (Fig C10). Interestingly, slightly more non-users correctly identified Orbs as tobacco at 55% compared to tobacco users at 53%. **46% of tobacco users said they would try Orbs based on packaging alone compared to 22% of non-users (Fig C11)**. When incorrectly associated with candy, mints, or gum, more tobacco users said they would try it at 65% compared to non-users at 53%. Similarly, when correctly associated with tobacco, more tobacco users said they would try it at 35% compared to non-users at 4%.

### Stonewall Product Package Highlights

30% of all respondents incorrectly associated Stonewall with candy, mints, or gum (Fig A6). Of these, 49% said they would try it (Fig A11). 52% of all respondents correctly associated Stonewall with tobacco (Fig A6). Of these, 6% said they would try it (Fig A11). Overall, **20% of all respondents said they would try Stonewall** based on packaging alone (Fig A8).

Amongst youth respondents, 29% incorrectly associated Stonewall with candy, mints, or gum while 54% correctly associated it with tobacco (Fig B15). 18% of all youth respondents said they would try Stonewall based on packaging alone (Fig B16). **49% of all youth who incorrectly associated Stonewall with candy, mints, or gum said they would try it** (Fig B17) compared to 4% who correctly associated Stonewall with tobacco (Fig B18). Unlike Orbs and Snus, youth non-tobacco users were more likely to say they would try Stonewall when it is incorrectly associated with candy, mints, or gum (Fig B17).

Slightly more tobacco users incorrectly identified Stonewall as candy, mints, or gum at 34% compared to non-users at 30% (Fig C15). Interestingly, non-tobacco users were more likely to correctly associate Stonewall with tobacco at 53% compared to tobacco

users at 47% (Fig C15). **39% of tobacco users said they would try Stonewall based on packaging alone compared to 17% of non-users** (Fig C16). When incorrectly perceived as candy, mints, or gum, tobacco users were more likely to say they would try Stonewall at 58% compared to non-users at 47%. Similarly, when correctly associated with tobacco, tobacco users were more likely to say they would try it at 28% compared to non-users at 3% (Fig C18).

### Non-Tobacco Product Packages Highlights

Cracker Barrel gum, Tic Tac, and Dentyne product packages were included as survey questions. **The majority of all respondents (between 82% - 97%) correctly associated these product packages with candy, mints, or gum.** Only 1% - 10% of all respondents incorrectly associated these packages with tobacco (Fig A7). Based on packaging alone, respondents were more likely to try Cracker Barrel gum, Tic Tac, and Dentyne at 57%, 87%, and 81%, respectively, compared to Snus, Orbs, and Stonewall at 18%, 25%, and 20%, respectively (Fig A8).

### Frost Product Flavor Highlights

53% of all respondents incorrectly associated Frost, a Snus flavor, with candy, mints, or gum (Fig A13). Of these, 76% said they would try it (Fig 15). 13% of all respondents correctly associated Frost with tobacco (Fig A13). Of these, 13% said they would try it (Fig A15). Overall, **64% of all respondents said they would try Frost** based on its flavor alone (Fig A14).

52% of all youth respondents incorrectly associated Frost flavor with candy, mints, or gum while 15% correctly associated it with tobacco (Fig B20). **64% of all youth respondents said they would try Frost** based on flavor alone (Fig B21). 72% of youth who incorrectly associated Frost with candy, mints, or gum said they would try it (Fig B22) compared to 11% who correctly associated it with tobacco (Fig 23). When correctly associated with tobacco, 5 in 10 youth tobacco users said they would try it compared to 2 in 10 youth non-tobacco users (Fig B23).

**Non-tobacco users were more likely to incorrectly associate Frost with candy, mints, or gum at 54% compared to tobacco users at 43%** (Fig C20). Tobacco users were more likely to correctly associate Frost with tobacco at 21% compared to non-users at 12% (Fig C20). When correctly associated with candy, mints, or gum, 76% of tobacco users and non-users said they would try it. However, when correctly associated with tobacco, tobacco users are much more likely to say they would try it at 48% compared to non-users at 5%.

### Wintergreen Product Flavor Highlights

83% of all respondents incorrectly associated Wintergreen, a Stonewall flavor, with candy, mints, or gum (Fig A13). Of these, 81% said they would try it (Fig 16). 8% of all respondents correctly associated Wintergreen with tobacco (Fig A13). Of these, 18%

said they would try it (Fig 16). Overall, **74% of all respondents said they would try Wintergreen** based on its flavor alone (Fig A14).

83% of all youth respondents incorrectly associated Wintergreen with candy, mints, or gum while 8% correctly associated it with tobacco (Fig B25). **73% of all youth respondents said they would try Stonewall** based on flavor alone (Fig B26). 81% of youth who incorrectly associated Wintergreen as candy, mints, or gum said they would try it (Fig B27) compared to 14% who correctly associated it with tobacco (Fig B28). When correctly associated with tobacco, 3 in 5 youth tobacco users said they would try Stonewall compared to 1 in 5 youth non-tobacco users (Fig B28).

Non-tobacco users are less likely to incorrectly associate Wintergreen with candy, mints, or gum at 73% compared to tobacco users at 84% (Fig C25). Additionally, tobacco users are more likely to correctly associate Wintergreen with tobacco at 16% compared to 7% of non-users (Fig C25). Interestingly, **non-tobacco users are much more likely to say they would try Wintergreen based on flavor alone at 74% compared to tobacco users at 46%** (Fig C26). When incorrectly associated as candy, mints, or gum, tobacco users are more likely to say they would try it at 83% compared to non-users at 81% (Fig C27). When correctly perceived as tobacco, tobacco users are much more likely to say they would try it at 54% compared to non-users at 6% (Fig C28).

### Java Product Flavor Highlights

14% of all respondents incorrectly associated Java, a Stonewall flavor, with candy, mints or gum while 64% incorrectly associated Java with a non-alcoholic beverage (Fig A13). Of these, 61% said they would try it (Fig A17). 11% of all respondents correctly associated Java with tobacco (Fig A13). Of these, 7% said they would try it (Fig A17). Overall, **52% of all respondents said they would try Java** based on its flavor alone (Fig A14).

13% of all youth respondents incorrectly associated Java with candy, mints, or gum and 64% incorrectly associated Java with a non-alcoholic beverage (Fig B30). **51% of all youth respondents said they would try Java** based on flavor alone (Fig B31). 60% of youth respondents who incorrectly associated Java with candy, mints, gum, or non-alcoholic beverages said they would try it (Fig B32) compared to 6% who correctly associated it with tobacco (Fig B33). Regardless of what Java was associated with, youth tobacco users were more likely to say they would try it.

77% of tobacco users incorrectly associated Java with candy, mints, gum, or a non-alcoholic beverage compared to 79% of non-users (Fig C30). Tobacco users were only slightly more likely to correctly associate Java with tobacco at 12% compared to non-users at 11% (Fig 30). When incorrectly associated with candy, mints, gum or a non-alcoholic beverage, tobacco users are more likely to say they would try it at 68% compared to non-users at 60%. When correctly associated with tobacco, tobacco users are much more likely to say they would try it at 32% compared with tobacco users at 3%.



## METHODOLOGY

### Survey Instrument

The front side of the Meltdown survey showed images of the following products in respective order, with the brand logo clearly visible and without any visual modification: Cracker Barrel Cinnamon gum, Camel Snus Mellow, Camel Orbs Fresh, Tic Tac Spearmint, Dentyne Spicy Cinnamon Gum, and Stonewall Natural. Respondents were asked to identify the product in each package in open-ended questions.

The back side of the Meltdown survey asked respondents to identify the product associated with the following flavors, respectively: Frost, Wintergreen, Java, and Cool Mint. Similar to the pictures of the packages, the questions were open-ended. In the analysis, answers to the open-ended questions were coded into categories presented in the following pages. The survey also included demographic and tobacco use questions.

There are two versions of the survey. The new version of the survey includes all the questions from the old version, plus new questions regarding intent to smoke and use tobacco in the future as well as friend likelihood to try products based on packaging and flavoring. The old survey had a question form and an answer form. Based on youth feedback, the new survey consolidated questions and answers in a single form. The new survey was implemented starting April 15, 2010. In the total sample of 8,150 surveys, 5,897 were collected from new surveys while 2,253 surveys were from old surveys. Both old and new survey instruments can be found in the Appendix section of this report.

### Data Collection

The Meltdown surveys were collected from a convenience sample. Y St. high school members in Virginia volunteered to collect the intercept surveys in their schools and communities through a variety of youth-led grassroots events and projects. Surveys completed by non-Virginia residents were disqualified from analysis.

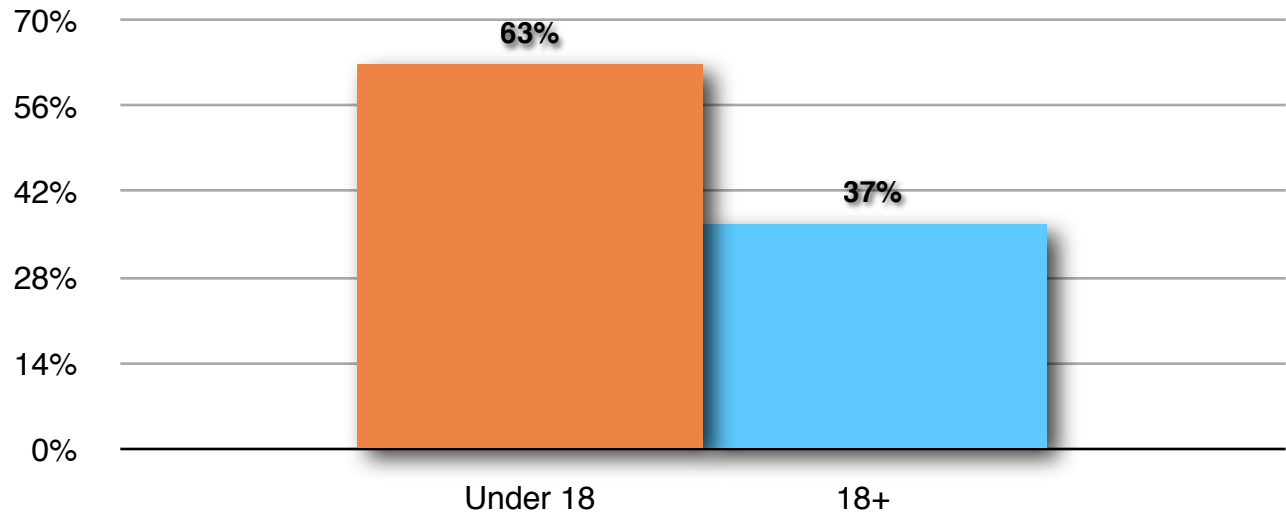
Y St. youth members received an onsite training on data collections strategies and/or viewed a short video training. Youth volunteers had access to technical support throughout the data collection period through onsite support, phone, or email. Youth were instructed to refrain from explaining that they were members of a tobacco control youth group and not mention tobacco at all prior to survey completion to minimize social desirability bias and prompting. Instead, youth were asked to inform potential respondents that the survey was about new products on the market. After the survey is completed, Y St. members disclosed the real purpose of the survey and engaged the public in educational discussions regarding the new products.

**SECTION A**  
**FULL SAMPLE ANALYSIS**  
**N = 8,150**

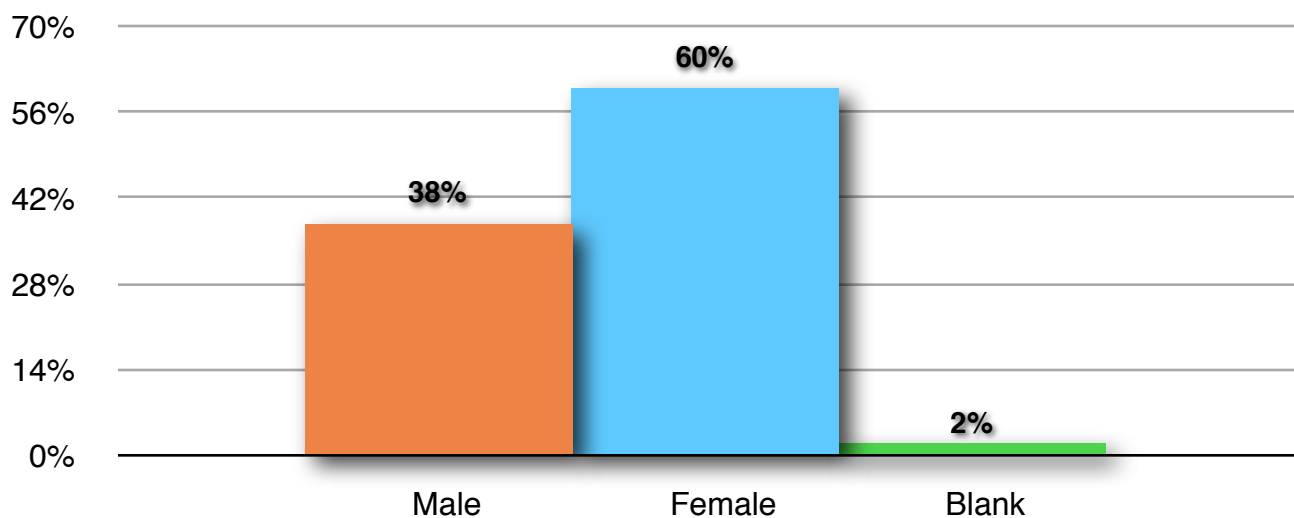
## DEMOGRAPHICS

- 63% of respondents are under 18 years old and 37% are 18 years old or older.
- 60% of respondents are female and 38% are male.

**Figure A1: Age**



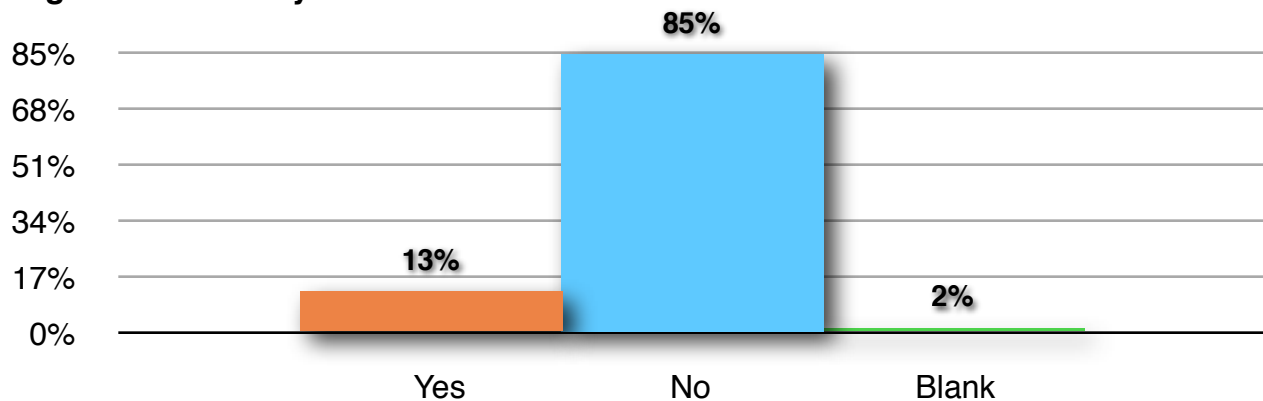
**Figure A2: Sex**



## CURRENT TOBACCO USE

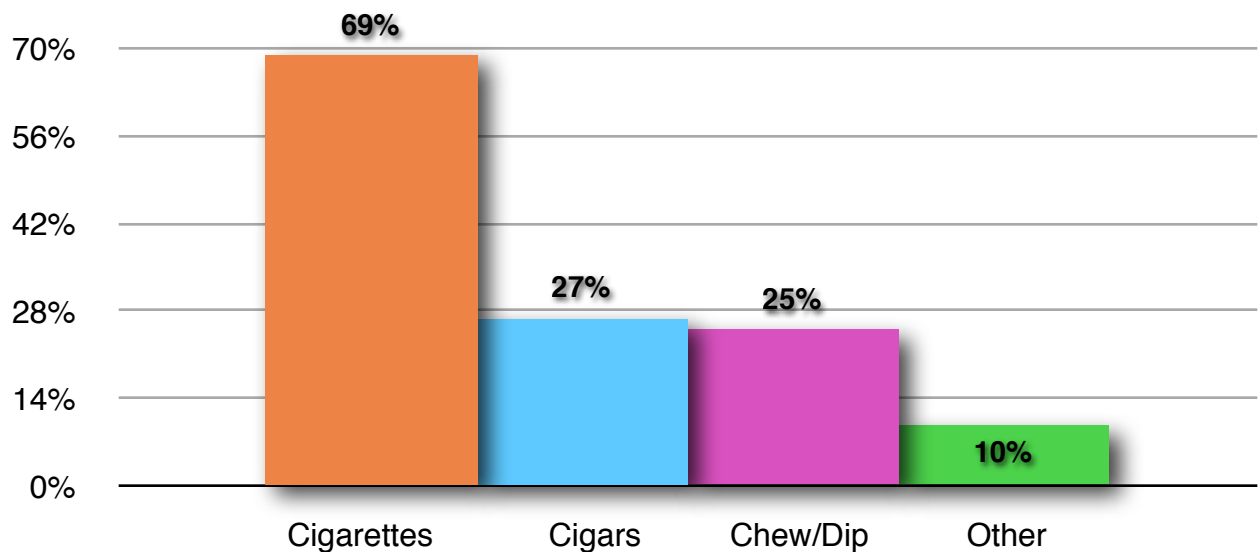
- 13% of all respondents used tobacco products.
- The majority of respondents at 85% did not use any tobacco products.
- Cigarettes were the most common type of tobacco product consumed at 69%, followed by cigars at 27%, chew/dip at 25%, and other tobacco products at 10%.

**Figure A3: Use Any Tobacco Products**



**Figure A4: Type of Tobacco Products**

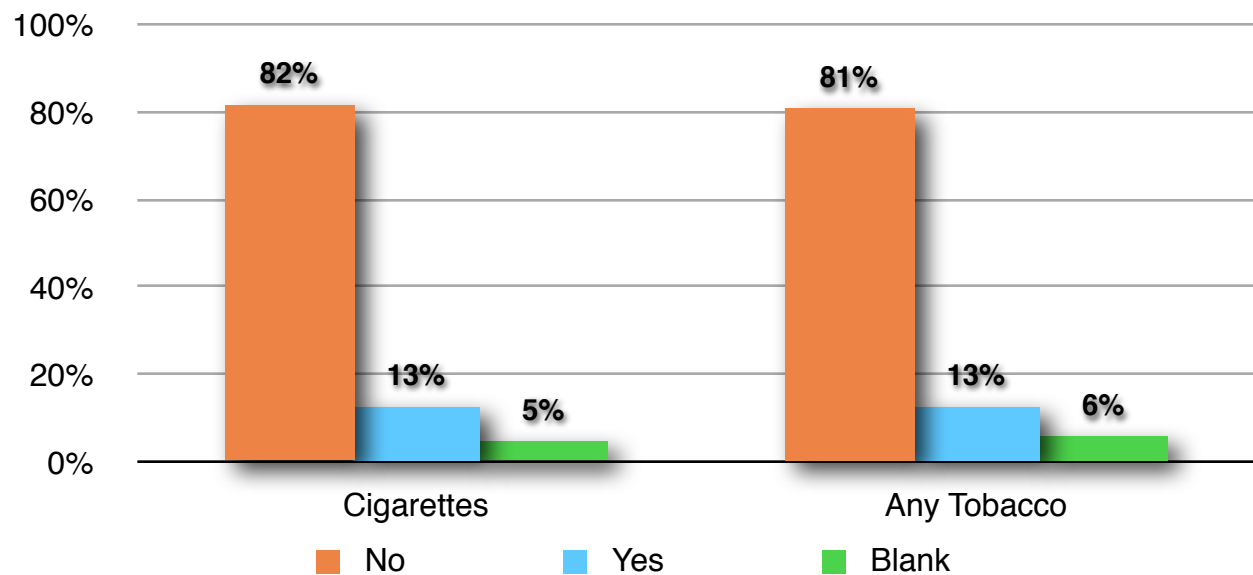
*Calculated based on respondents who used tobacco products only (N = 1,039), not the full sample (N = 8,150). Percentages do not equal to 100% because respondents may use more than one type of tobacco products.*



## FUTURE TOBACCO USE

- 82% of respondents said they have no intention to smoke cigarettes and 81% said they have no intention of using any tobacco products in the next year.
- 13% of respondents said they intend to smoke cigarettes or any tobacco products in the next year.

**Figure A5: Self Intent to Smoke Cigarettes or Use Any Tobacco Next Year**  
*Questions regarding future tobacco use was added in a newer version of the survey. Thus, the full sample size for this section is 5,897 instead of 8,150.*





## QUESTIONS REGARDING PRODUCT PACKAGES

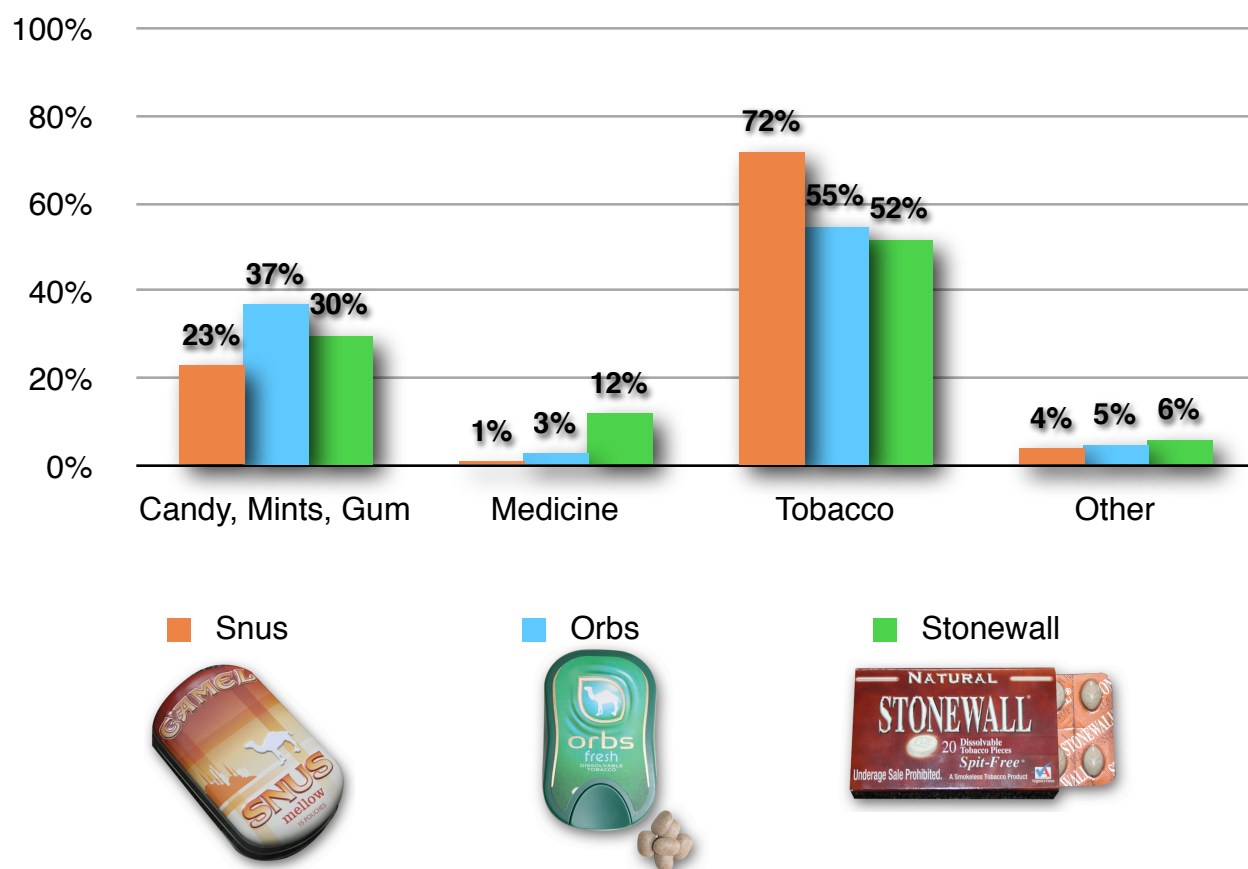
### Perceived as Candy, Mints, or Gum

- 23% of all respondents incorrectly associated Snus with candy, mints, or gum.
- 37% of all respondents incorrectly associated Orbs with candy, mints, or gum.
- 30% of all respondents incorrectly associated Stonewall with candy, mints, or gum.

### Perceived as Tobacco

- 72% of all respondents correctly associated Snus with a tobacco product.
- 55% of all respondents correctly associated Orbs with a tobacco product.
- 52% of all respondents correctly associated Stonewall with a tobacco product.

**Figure A6: Product Perceptions of Tobacco Product Packages**



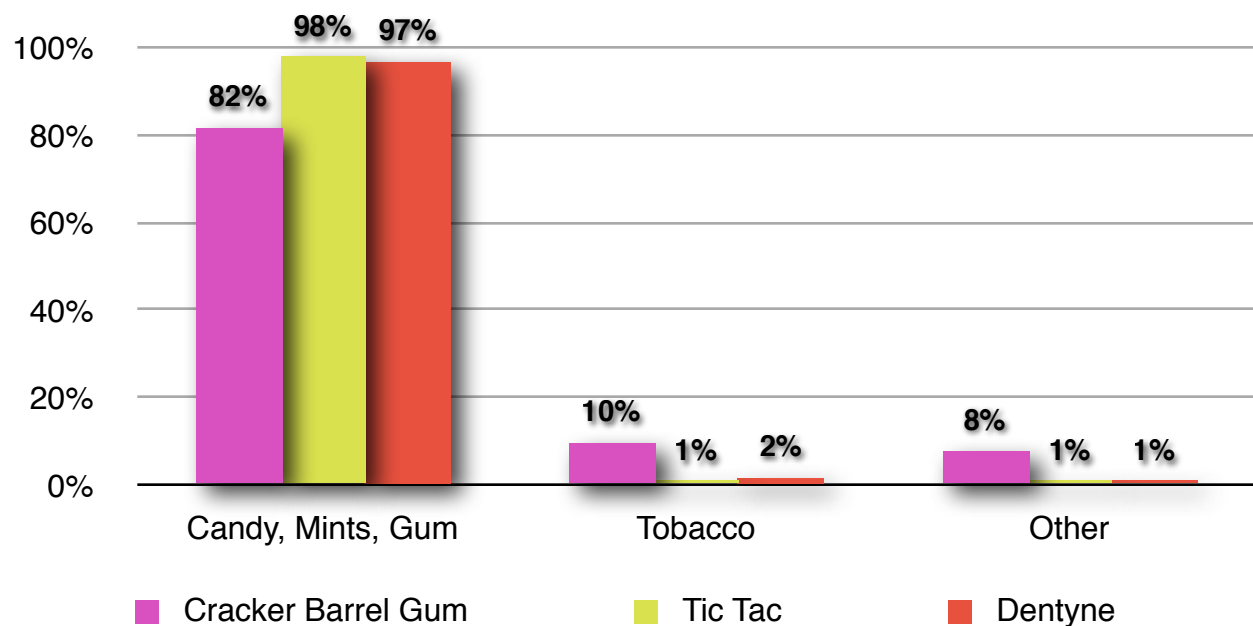
### Perceived as Candy, Mints, or Gum

- 82% of all respondents correctly associated Cracker Barrel gum with candy, mints, or gum.
- 98% of all respondents correctly associated Tic Tac with candy, mints, or gum.
- 97% of all respondents correctly associated Dentyne gum with candy, mints, or gum.

### Perceived as Tobacco

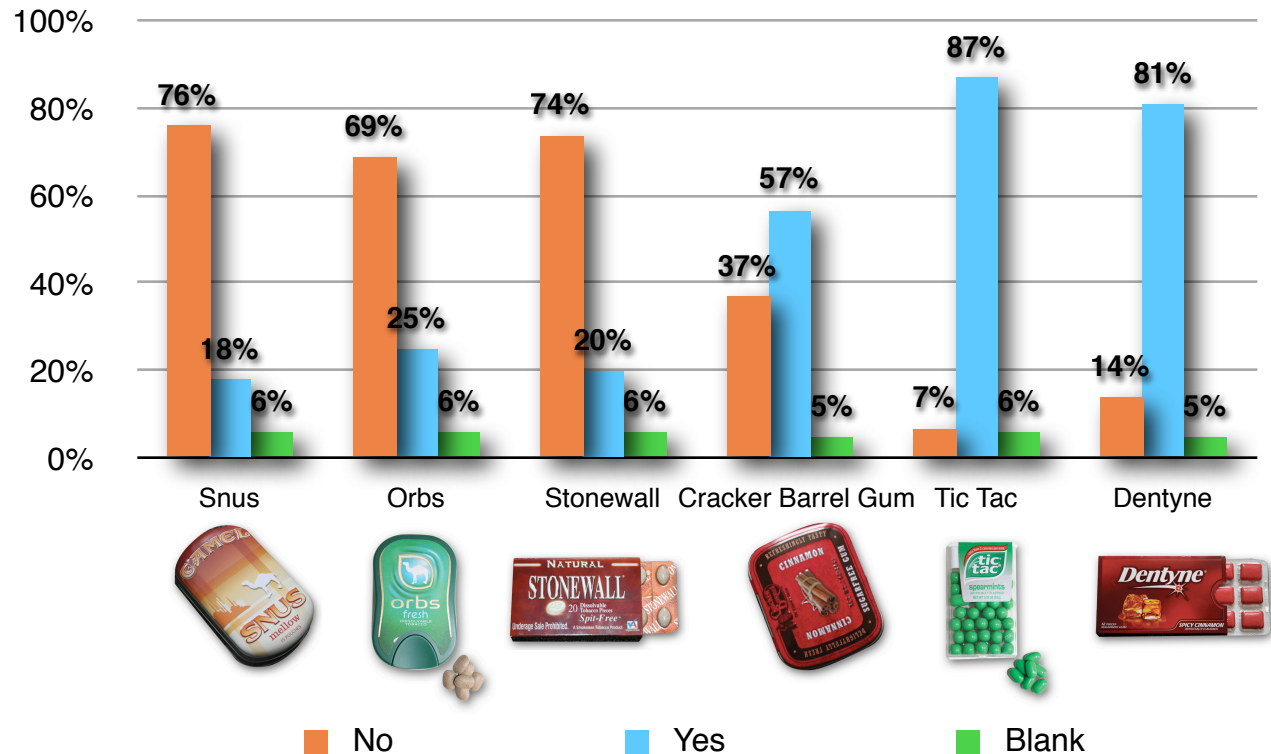
- 10% of all respondents incorrectly associated Cracker Barrel gum with a tobacco product.
- 1% of all respondents incorrectly associated Tic Tac with a tobacco product.
- 2% of all respondents incorrectly associated Dentyne gum with a tobacco product.

**Figure A7: Product Perceptions of Non-Tobacco Product Packages**



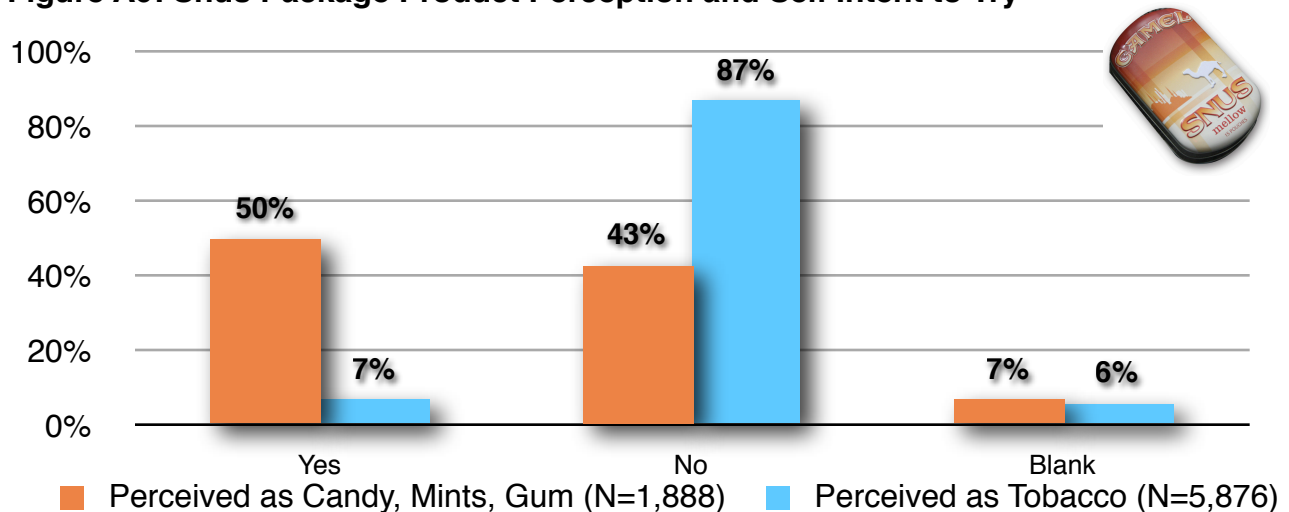
- In general, respondents were more likely to say that they would try Cracker Barrel gum, Tic Tac, and Dentyne compared to Snus, Orbs, and Stonewall.
- 18% of respondents said they would try Snus based on packaging alone.
- 25% of respondents said they would try Orbs based on packaging alone.
- 20% of respondents said they would try Stonewall based on packaging alone.

**Figure A8: Self Intent to Try Based on Packaging**



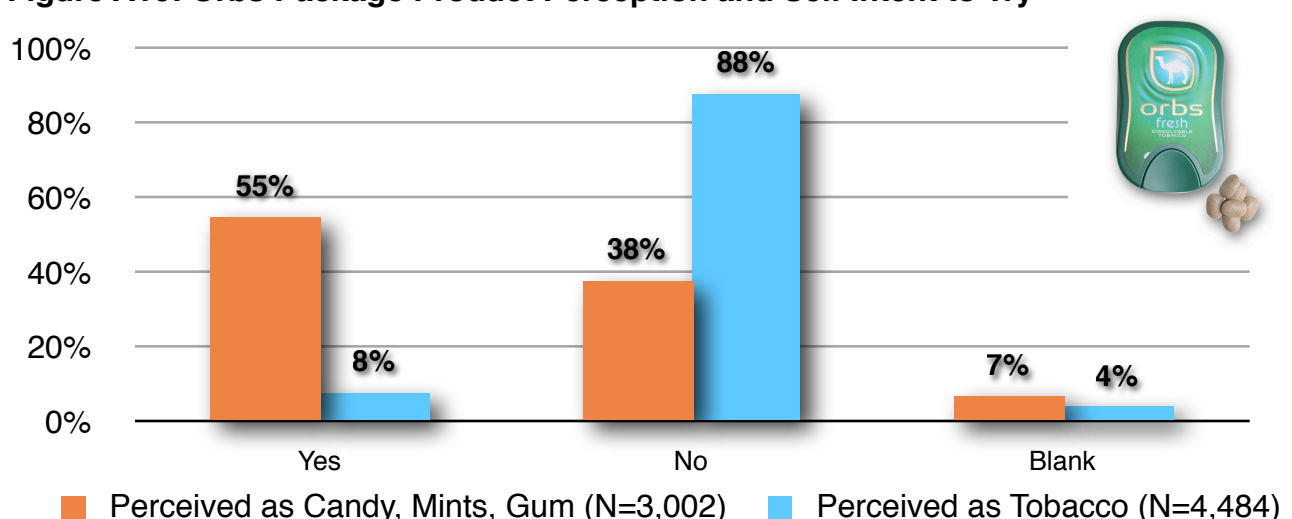
- 50% of respondents who incorrectly associated Snus with candy, mints, or gum said they would try the product.
- 87% of respondents who correctly associated Snus with tobacco said they would NOT try the product.
- 7% of respondents who correctly associated Snus with tobacco said they would try the product.

**Figure A9: Snus Package Product Perception and Self Intent to Try**



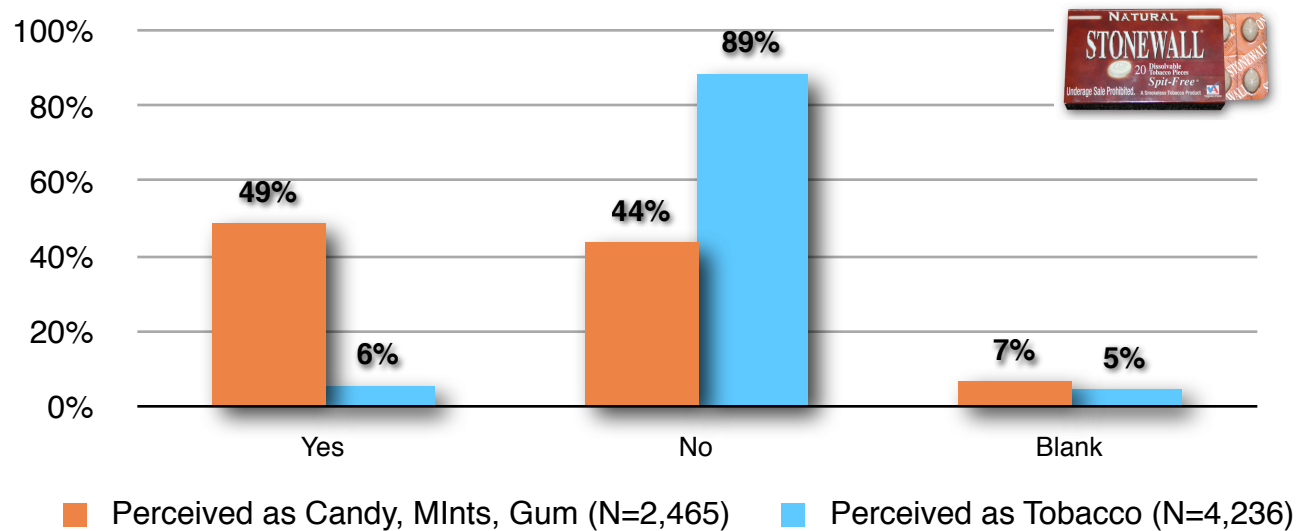
- 55% of respondents who incorrectly associated Orbs with candy, mints, or gum said they would try the product.
- 88% of respondents who correctly associated Orbs with tobacco said they would NOT try the product.
- Only 8% of respondents who correctly associated Orbs with tobacco said they would try the product.

**Figure A10: Orbs Package Product Perception and Self Intent to Try**



- 49% of respondents who incorrectly associated Stonewall with candy, mints, or gum said they would try the product.
- 89% of respondents who correctly associated Stonewall with tobacco said they would NOT try the product.
- Only 6% of respondents who correctly associated Snus with tobacco said they would try the product.

**Figure A11: Stonewall Package Product Perception and Self Intent to Try**

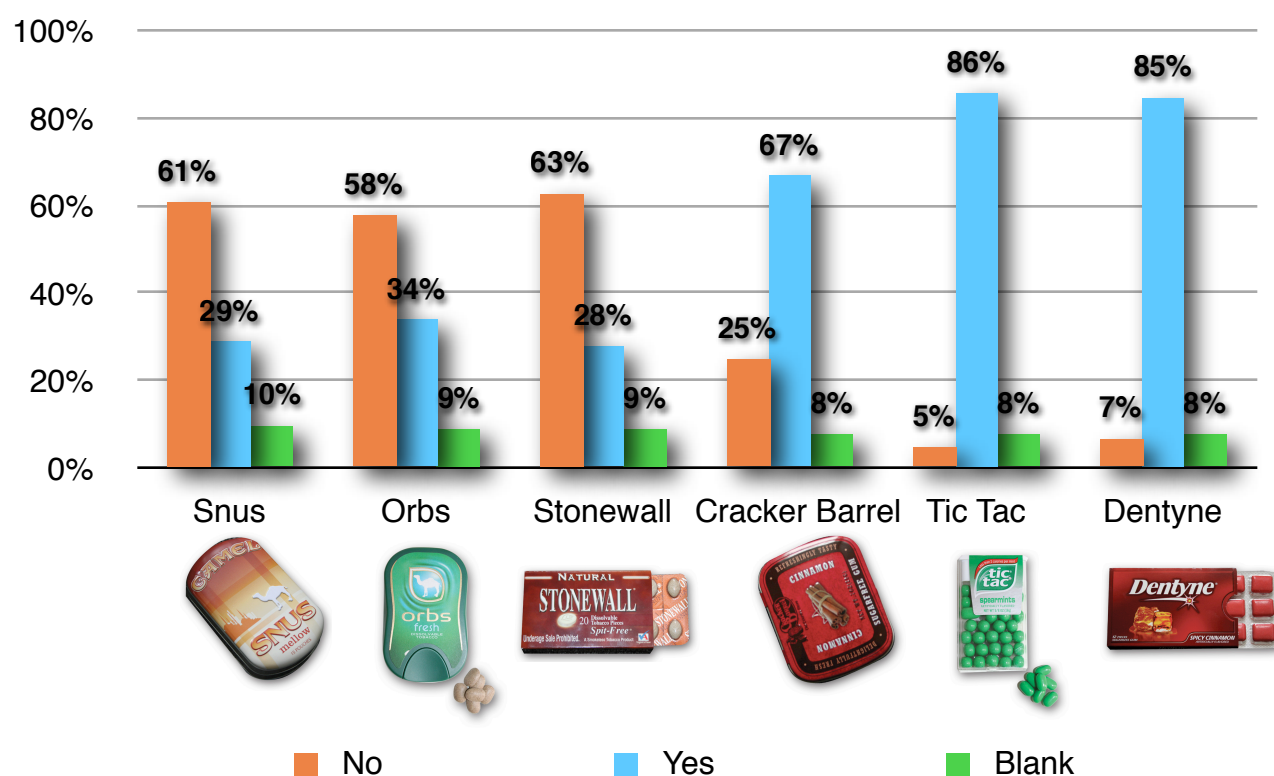




- Similar to the trend in self intent to try, respondents were more likely to say that their friends would try Cracker Barrel gum, Tic Tac, and Dentyne compared to Snus, Orbs, and Stonewall.
- In general, respondents were more likely to say that their friends would try all the products (except Tic Tac) compared to themselves trying the product.
- 29% of respondents said their friends would try Snus based on packaging alone.
- 34% of respondents said their friends would try Orbs based on packaging alone.
- 28% of respondents said their friends would try Stonewall based on packaging alone.

### Figure A12: Friend Intent to Try Based on Packaging

*This question was added in a newer version of the survey. Thus, the full sample size for this question is 5,897 instead of 8,150.*



## QUESTIONS REGARDING PRODUCT FLAVORS

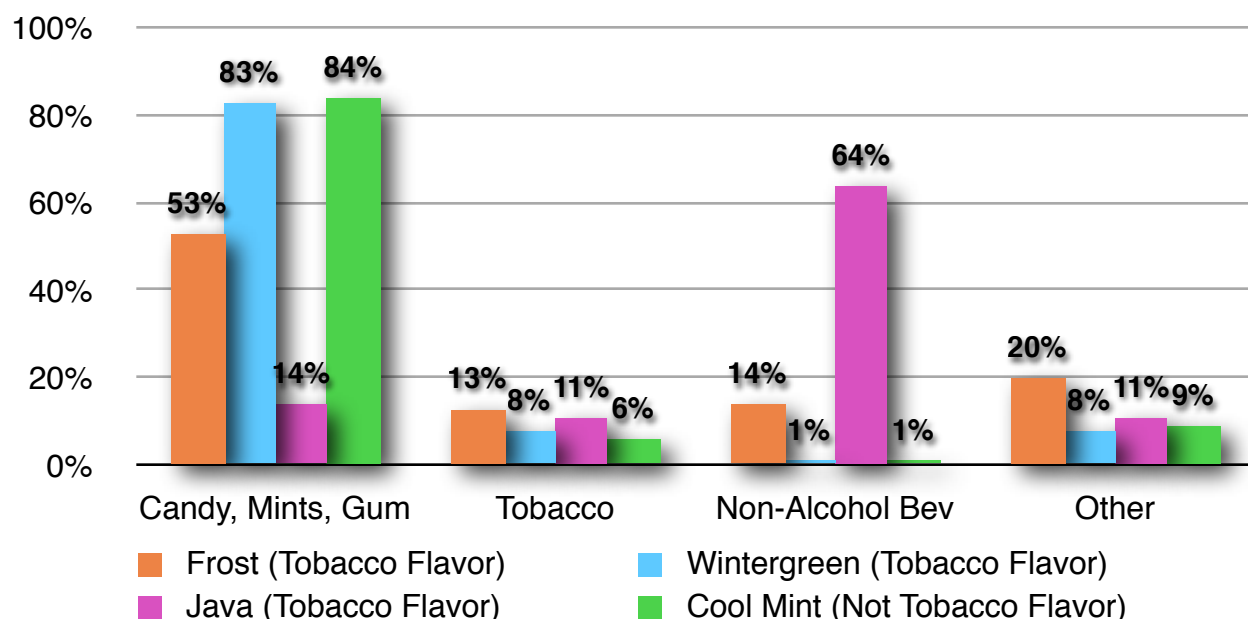
### Perceived as Candy, Mints, or Gum

- 53% of all respondents incorrectly associated Frost, a Snus flavor, with candy, mints, or gum.
- 83% of all respondents incorrectly associated Wintergreen, a Stonewall flavor, with candy, mints, or gum.
- 14% of all respondents incorrectly associated Java, a Stonewall flavor, with candy, mints, or gum. Most respondents associated Java with a non-alcoholic beverage at 64%.
- 84% of all respondents correctly associated Cool Mint with candy, mints, or gum

### Perceived as Tobacco

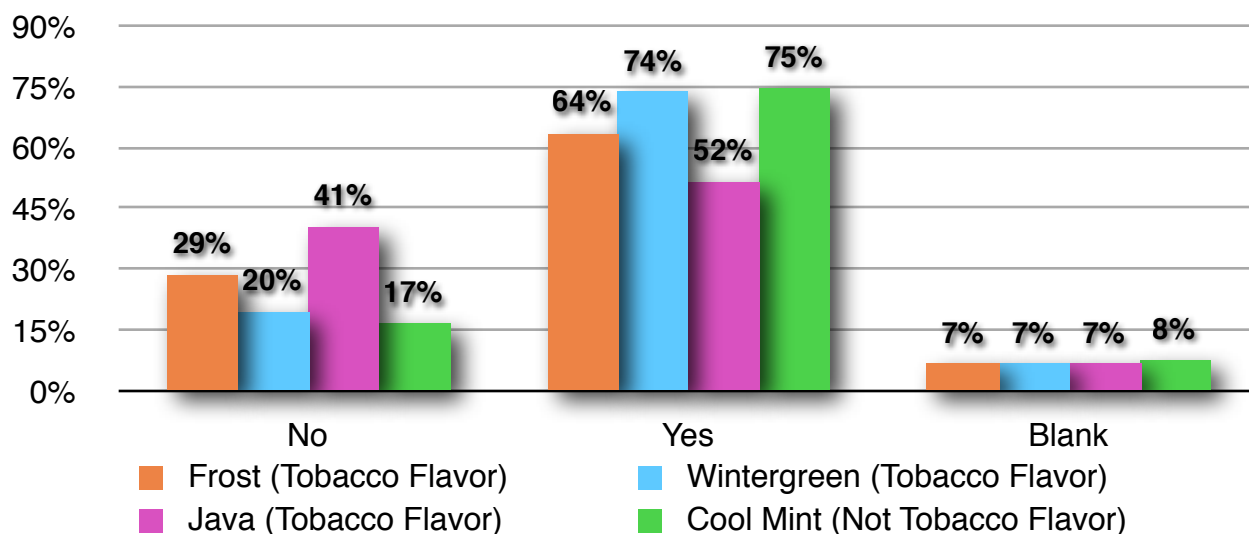
- 13% of all respondents correctly associated Frost, a Snus flavor, with a tobacco product.
- 8% of all respondents correctly associated Wintergreen, a Stonewall flavor, with a tobacco product.
- 11% of all respondents correctly associated Java, a Stonewall flavor, with a tobacco product.
- 6% of all respondents incorrectly associated Cool Mint with a tobacco product.

**Figure A13: Product Perceptions Based on Flavors**



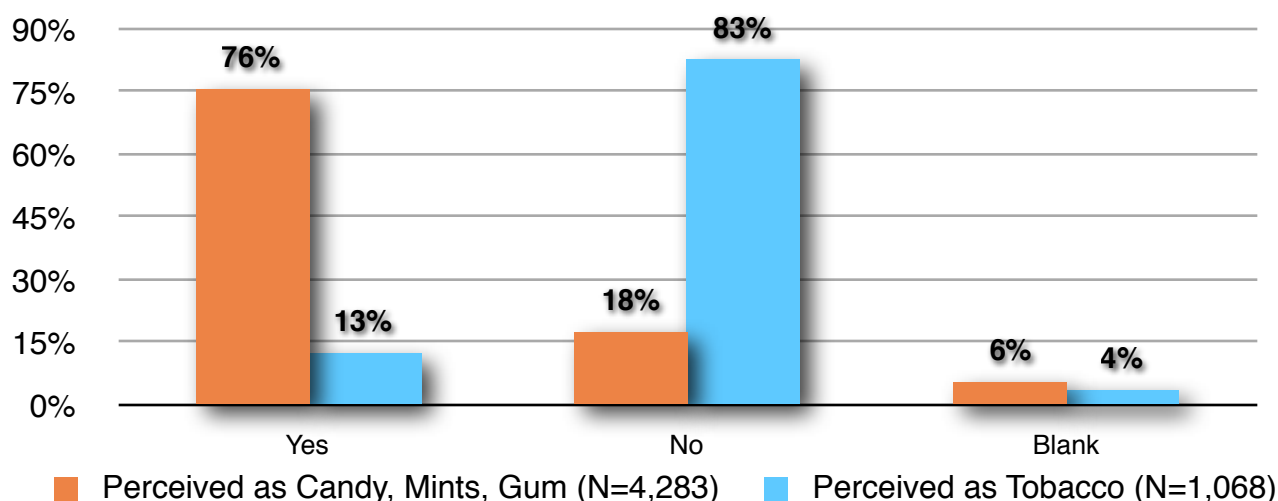
- The majority of respondents said they would try all flavors, with Cool Mint most popular at 75%, followed by Wintergreen at 74%, Frost at 64%, and Java at 52%.
- 29% of respondents said they would not try Frost based on flavoring alone.
- 20% of respondents said they would not try Wintergreen based on flavoring alone.
- 41% of respondents said they would not try Java based on flavoring alone.

**Figure A14: Self Intent to Try Based on Flavors**



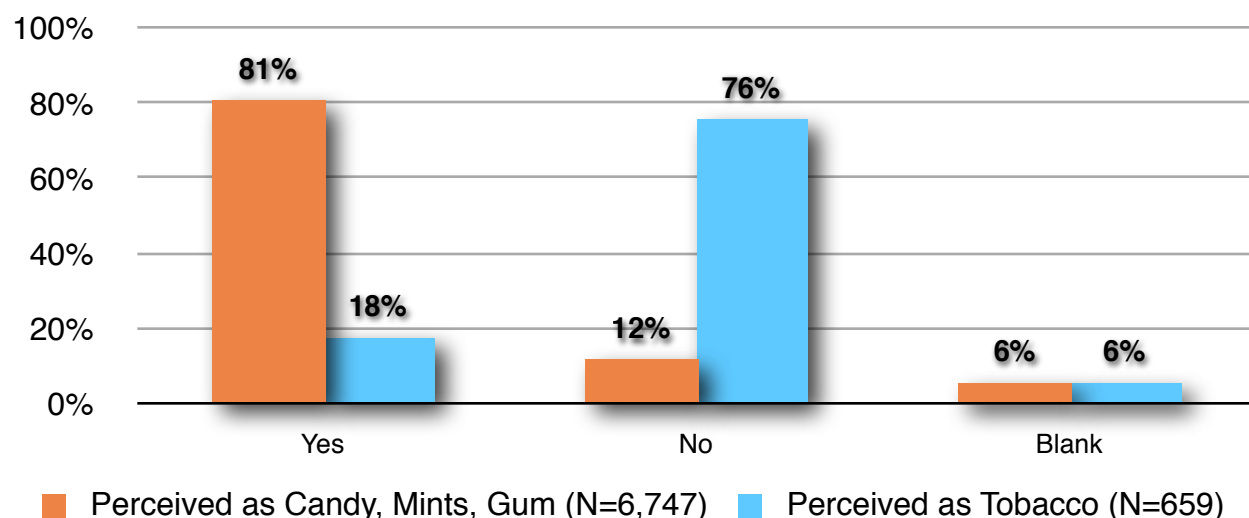
- 76% of respondents who incorrectly associated Frost with candy, mints, gum or non-alcoholic beverages said they would try the product.
- 83% of respondents who correctly associated Frost with tobacco said they would NOT try the product.
- 13% of respondents who correctly associated Frost with tobacco said they would try the product.

**Figure A15: Frost Flavor Product Perception and Self Intent to Try**



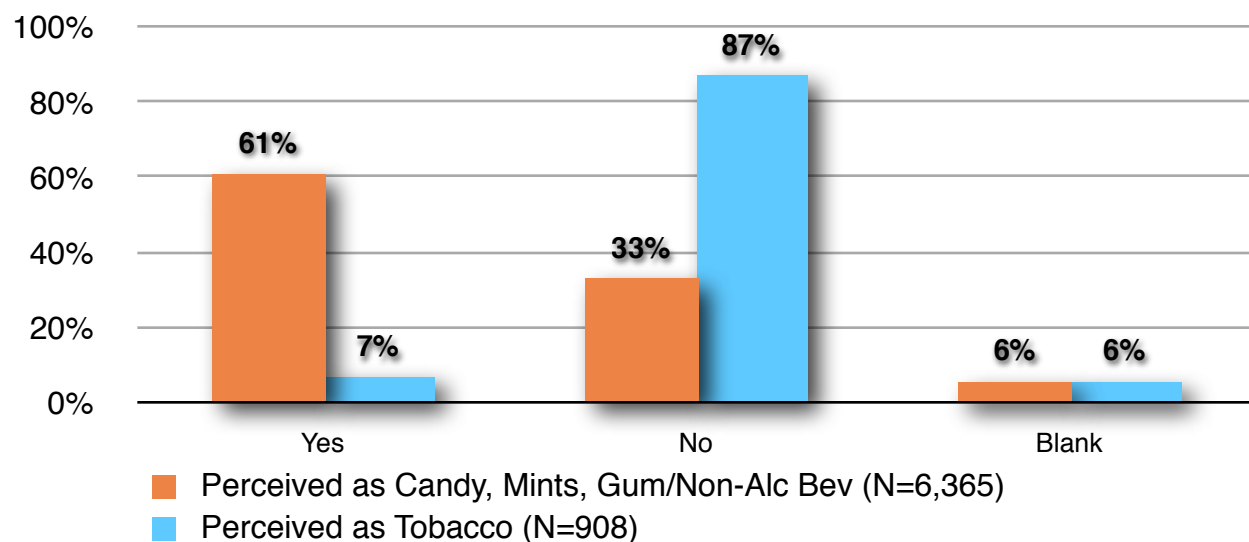
- 81% of respondents who incorrectly associated Wintergreen with candy, mints, or gum said they would try the product.
- 76% of respondents who correctly associated Wintergreen with tobacco said they would NOT try the product.
- 18% of respondents who correctly associated Wintergreen with tobacco said they would try the product.

**Figure A16: Wintergreen Flavor Product Perception and Self Intent to Try**



- 61% of respondents who incorrectly associated Java with candy, mints, gum or non-alcoholic beverages said they would try the product.
- 87% of respondents who correctly associated Java with tobacco said they would NOT try the product.
- 7% of respondents who correctly associated Java with tobacco said they would try the product.

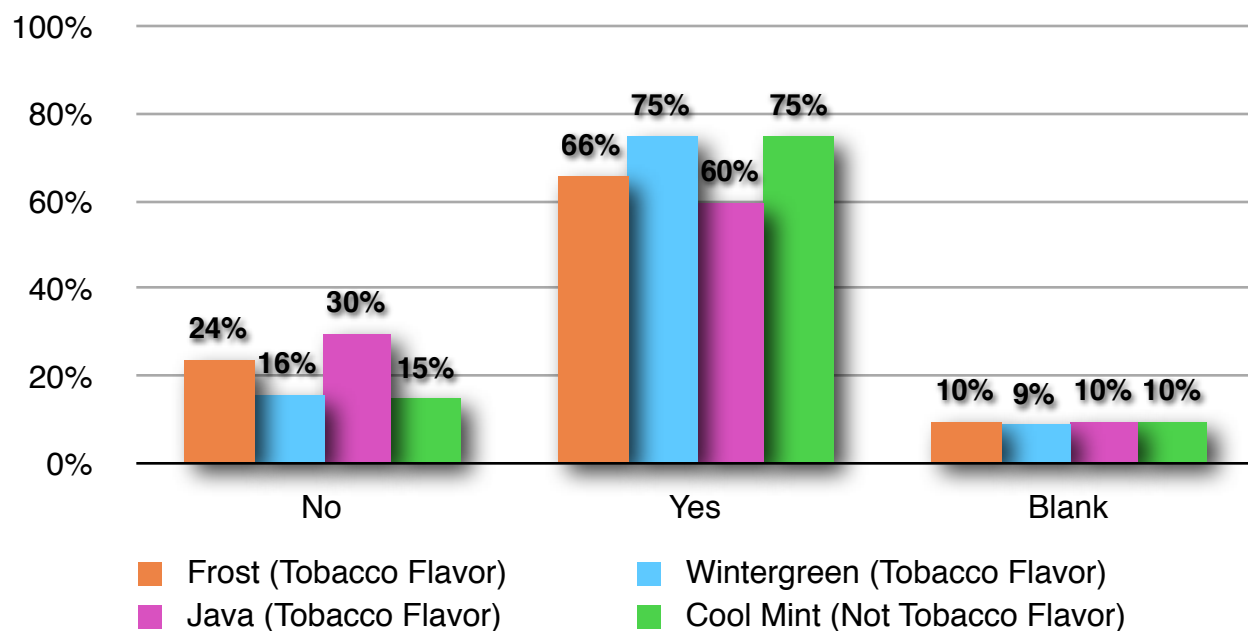
**Figure A17: Java Flavor Product Perception and Self Intent to Try**



*This question was added in a newer version of the survey. Thus, the full sample size for this question is 5,897 instead of 8,150.*

- 60% of respondents said their friends would try Frost based on flavoring alone.
- 75% of respondents said their friends would try Wintergreen based on flavoring alone.
- 60% of respondents said their friends would try Java based on flavoring alone.

**Figure A18: Friend Intent to Try Based on Flavors**





## **SECTION B**

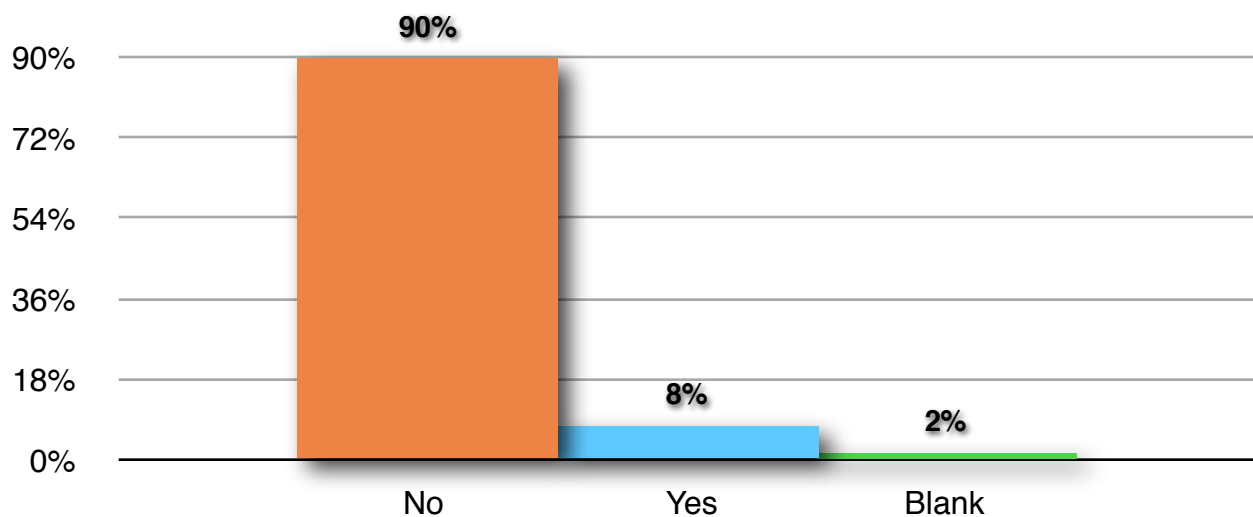
### **UNDER 18 SAMPLE ANALYSIS**

- ALL UNDER 18**  
**N = 5,134**
- UNDER 18 TOBACCO USERS**  
**N = 426**
- UNDER 18 NON-TOBACCO USERS**  
**N = 4,616**

## CURRENT TOBACCO USE

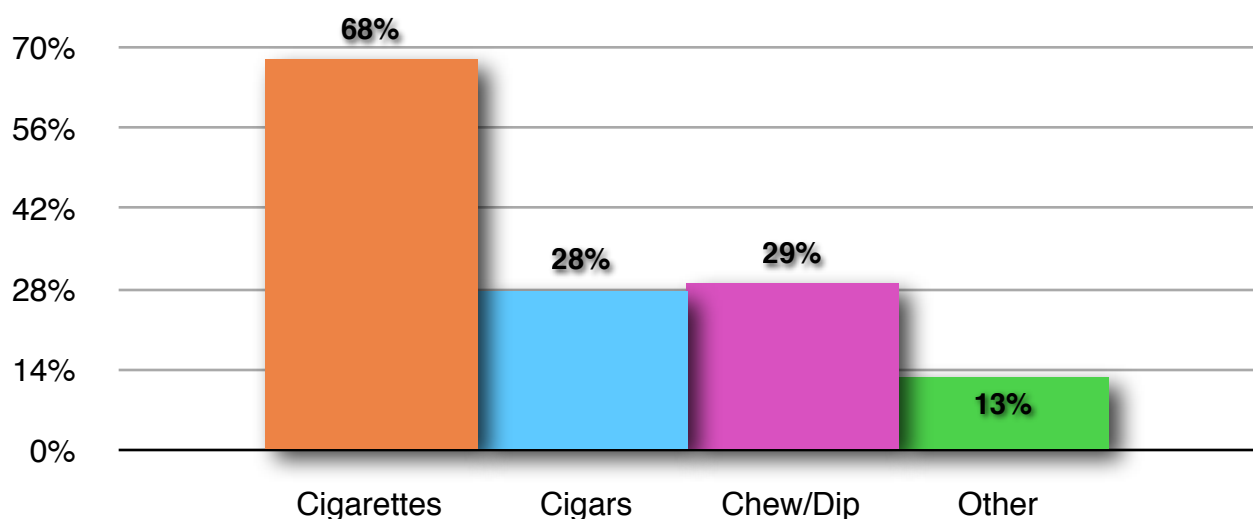
- 8% of respondents under 18 years old use any tobacco products.
- The majority of respondents under 18 years old (90%) did not use any tobacco products.
- Amongst respondents under 18 years old, cigarettes were the most common tobacco product consumed at 68%, followed by chew/dip at 29%, cigars at 28%, and other at 13%.

**Figure B1: Use Any Tobacco Products**



**Figure B2: Type of Tobacco Products**

*Calculated based on respondents under 18 who used tobacco products only (N = 426), not the entire under 18 sample (N = 5,134). Percentages do not equal to 100% because respondents may use more than one type of tobacco products.*



## **FUTURE TOBACCO USE**

*Questions regarding future tobacco use were added in a newer version of the survey. Thus, these questions have a different sample size as follows:*

<i>All Under 18</i>	<i>N = 4,070 instead of 5,134</i>
<i>All Under 18 Tobacco Users</i>	<i>N = 360 instead of 426</i>
<i>All Under 18 Non-Tobacco Users</i>	<i>N = 3,631 instead of 4,616</i>

### **All Under 18**

- 85% of all respondents under 18 years old do not intend to smoke cigarettes next year.
- 84% of all of all respondents under 18 years old do not intend to use any tobacco products next year.
- 9% of all respondents under 18 years old intend to smoke cigarettes next year.
- 10% of all respondents under 18 years old intend to use any tobacco products next year.

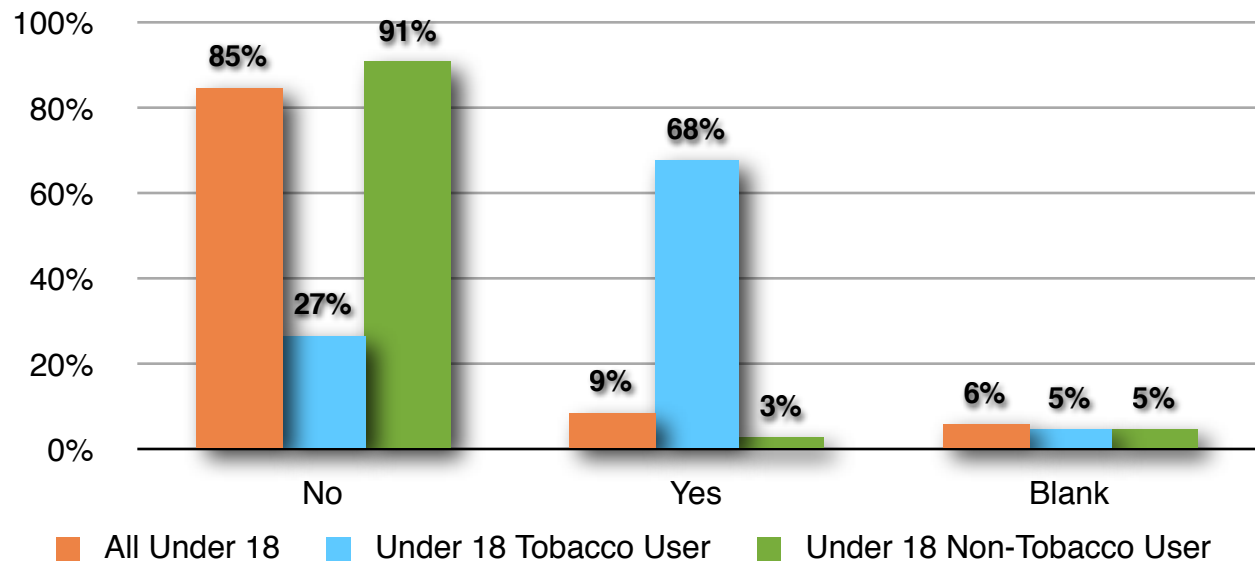
### **Under 18 Tobacco-Users**

- 27% of respondents under 18 years old who currently use tobacco products do NOT intend to smoke cigarettes next year.
- 68% of respondents under 18 years old who currently use tobacco products intend to smoke cigarettes next year.
- 20% of respondents under 18 years old who currently use tobacco products do NOT intend to use any tobacco products next year.
- 75% of respondents under 18 years old who currently use tobacco products intend to use at least one type of tobacco products next year.

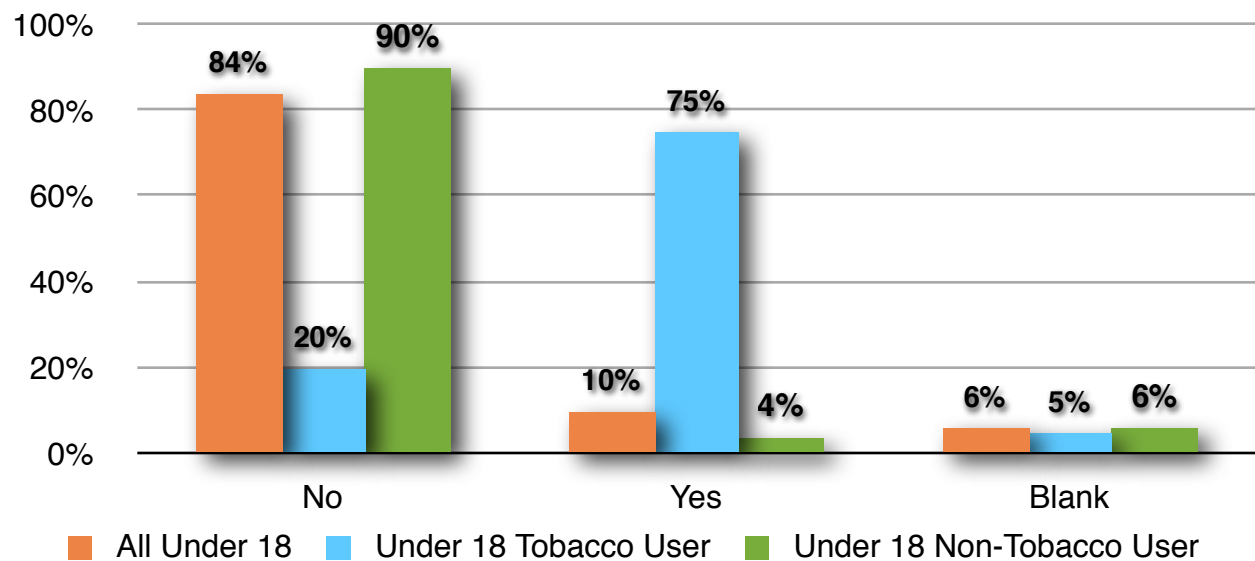
### **Under 18 Non-Tobacco Users**

- 3% of respondents under 18 who currently do not use tobacco products intend to smoke cigarettes next year.
- 4% of respondents under 18 who currently do not use tobacco products intend to use at least one type of tobacco product next year.

**Figure B3: Self Intent to Smoke Cigarettes Next Year**



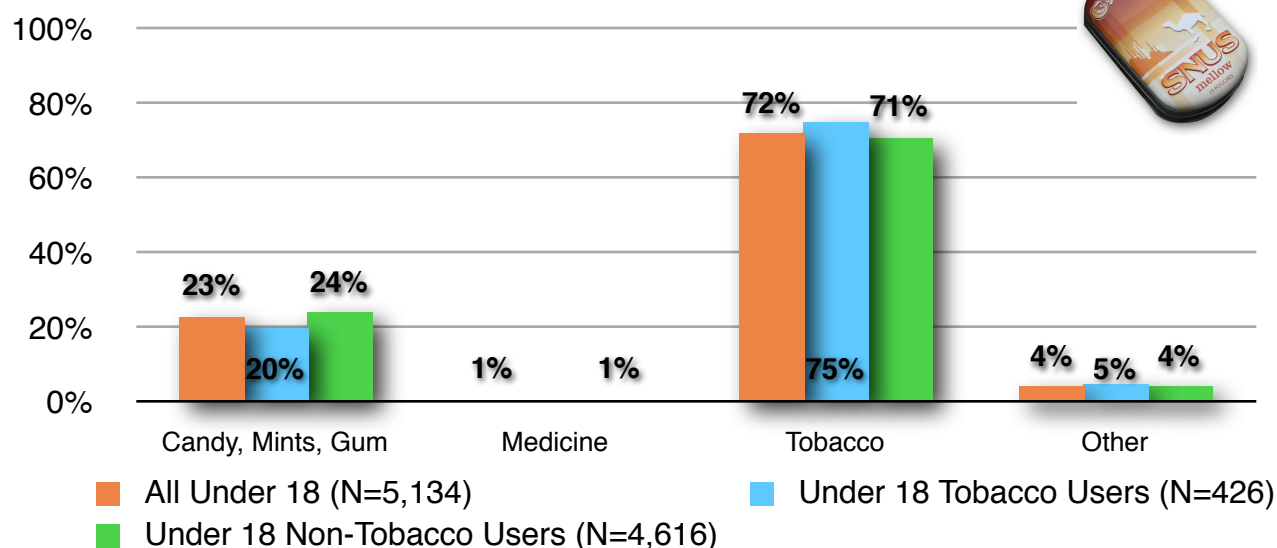
**Figure B4: Self Intent to Use Any Tobacco Products Next Year**



## QUESTIONS REGARDING SNUS PRODUCT PACKAGES

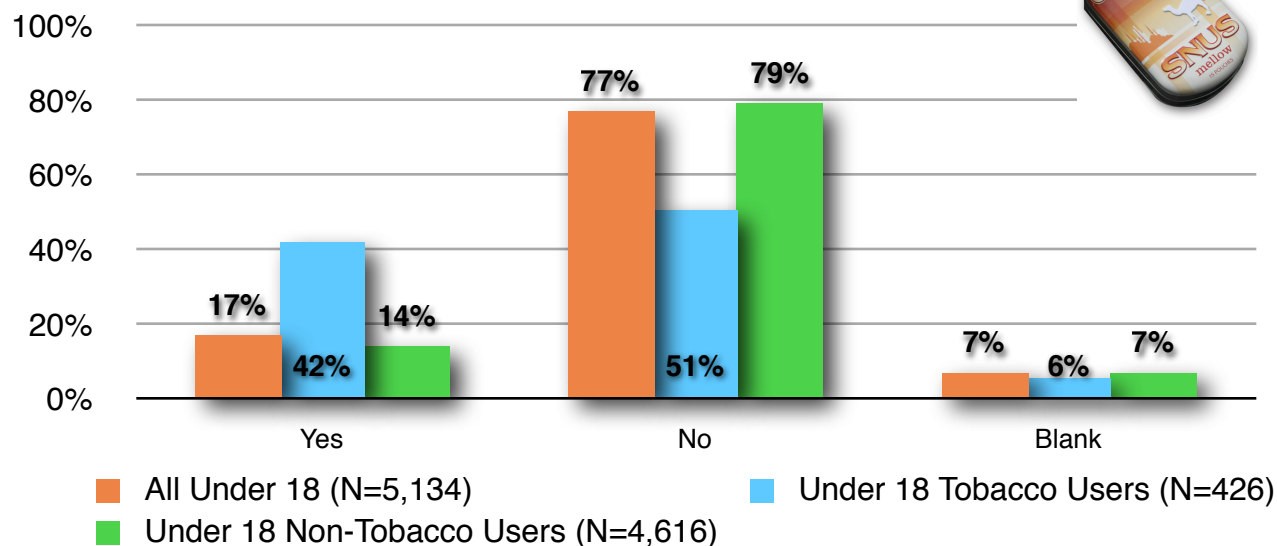
- 23% of all youth respondents incorrectly associated Snus with candy, mints, or gum.
- Youth non-tobacco users were more likely to incorrectly associate Snus with candy, mints, or gum at 24% compared to youth tobacco users at 20%.
- 72% of all respondents under 18 years old correctly associated Snus with tobacco.
- Youth non-tobacco users were less likely to correctly associate Snus with tobacco at 71% compared to youth tobacco users at 75%.

**Figure B5: Product Perceptions of Snus Tobacco Product Package**



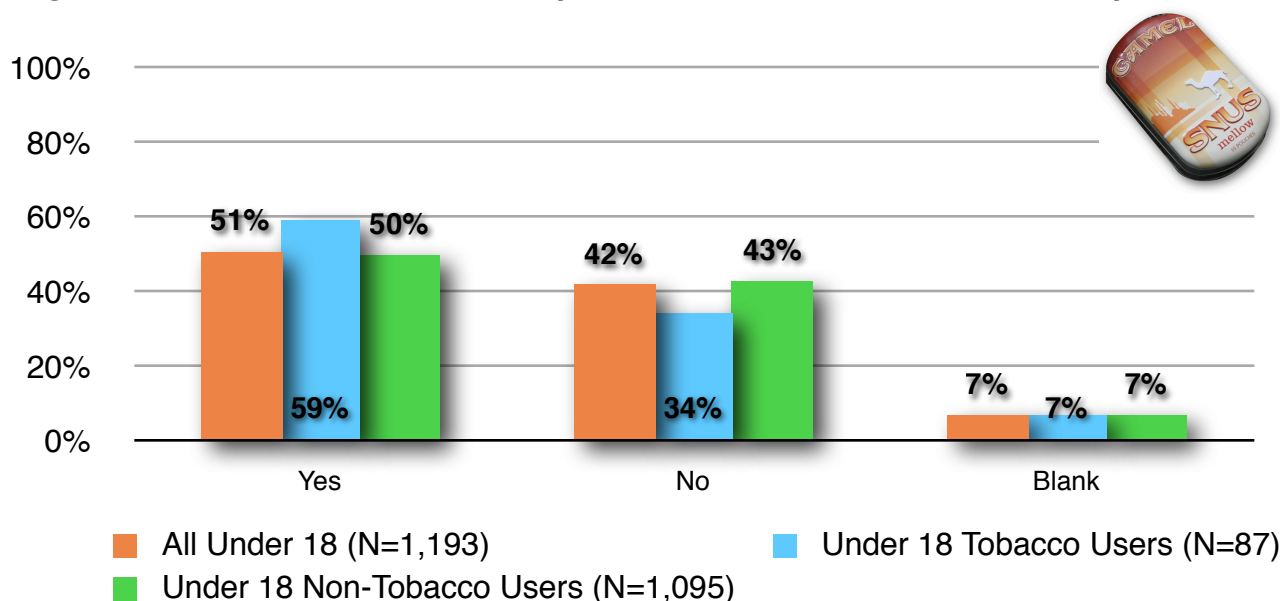
- 17% of all youth respondents would try Snus based on its packaging.
- Youth tobacco users were more likely to try Snus at 42% compared to youth non-tobacco users at 14%.

**Figure B6: Self Intent to Try Snus Based on Packaging**



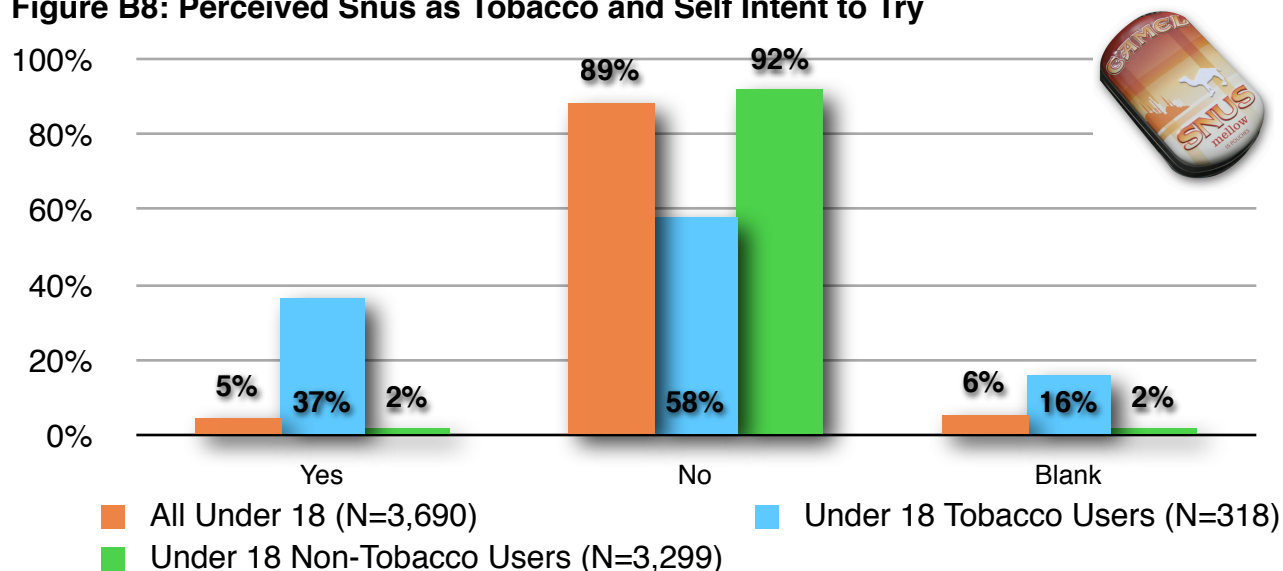
- 51% of all youth respondents who incorrectly associated Snus with candy, gum, or mints said they would try it.
- Youth tobacco users who incorrectly associated Snus with candy, mints, or gum were more likely to say they would try it at 59% compared to youth non-tobacco users at 50%.

**Figure B7: Perceived Snus as Candy, Mints, or Gum and Self Intent to Try**



- Only 5% of youth respondents who correctly associated Snus with tobacco said they would try it.
- Youth tobacco users who correctly associated Snus with tobacco were much more likely to say they would try it at 37% compared to youth non-tobacco users at 2%.

**Figure B8: Perceived Snus as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

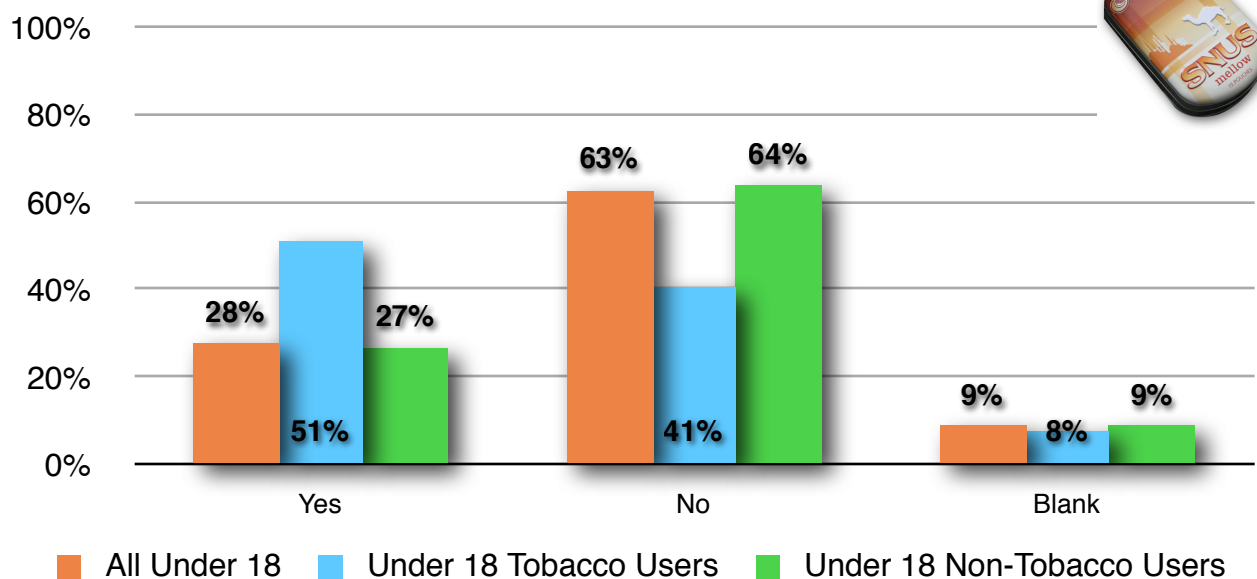
All Under 18 *N* = 4,070 instead of 5,134

All Under 18 Tobacco Users *N* = 360 instead of 426

All Under 18 Non-Tobacco Users *N* = 3,631 instead of 4,616

- 28% of all youth respondents said their friends were likely to try Snus based on its packaging.
- Youth tobacco users were more likely to say their friends would try Snus at 51% compared to youth non-tobacco users at 27%.

**Figure B9: Friend Intent to Try Snus Based on Packaging**

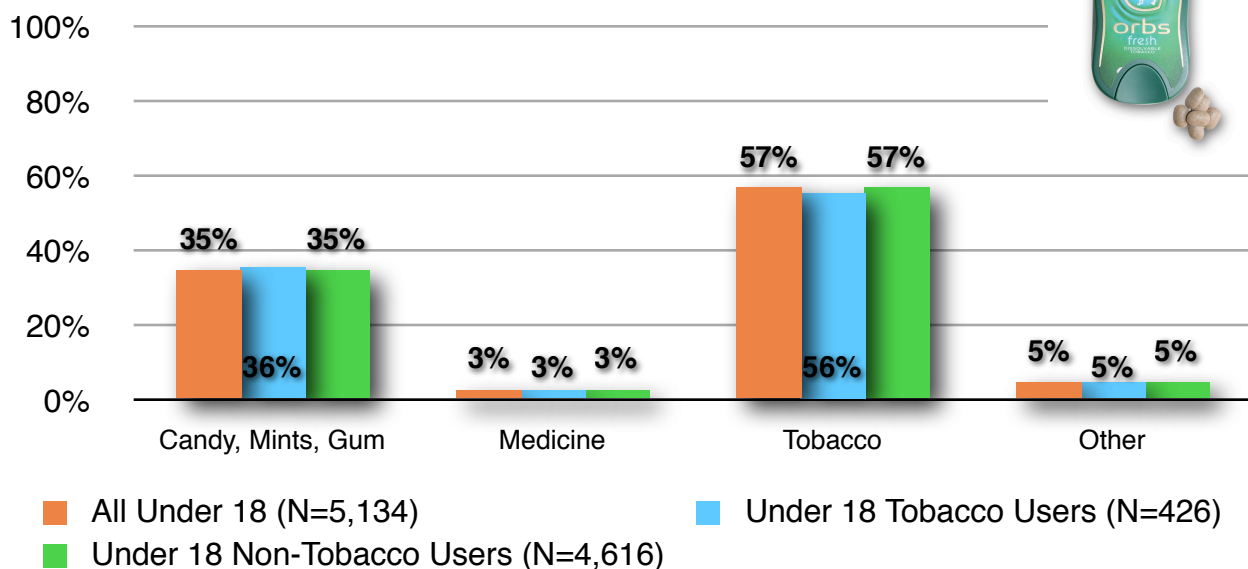




## QUESTIONS REGARDING ORBS PRODUCT PACKAGE

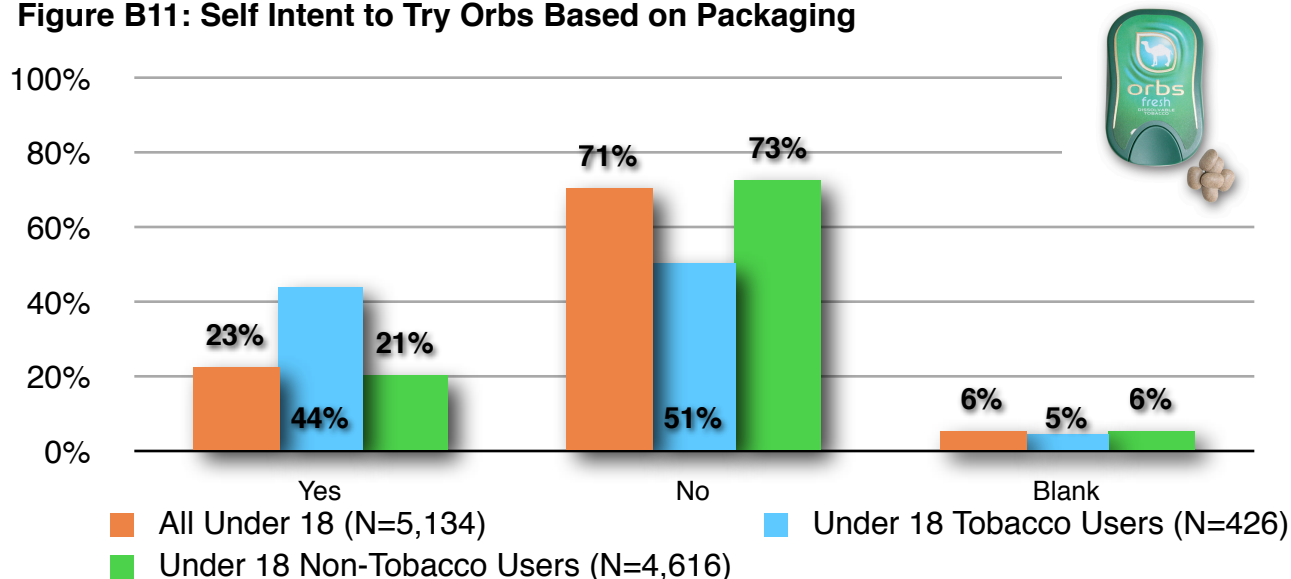
- 38% of youth respondents incorrectly associated Orbs with candy, mints, or gum.
- Youth tobacco users were almost as likely to incorrectly associate Orbs with candy, mints, or gum at 36% as youth non-tobacco users at 35%.
- 57% of youth respondents correctly associated Orbs with tobacco.
- Youth tobacco users were almost as likely to correctly associate Orbs with tobacco at 56% compared to youth non-tobacco users at 57%.

**Figure B10: Product Perceptions of Orbs Tobacco Product Package**



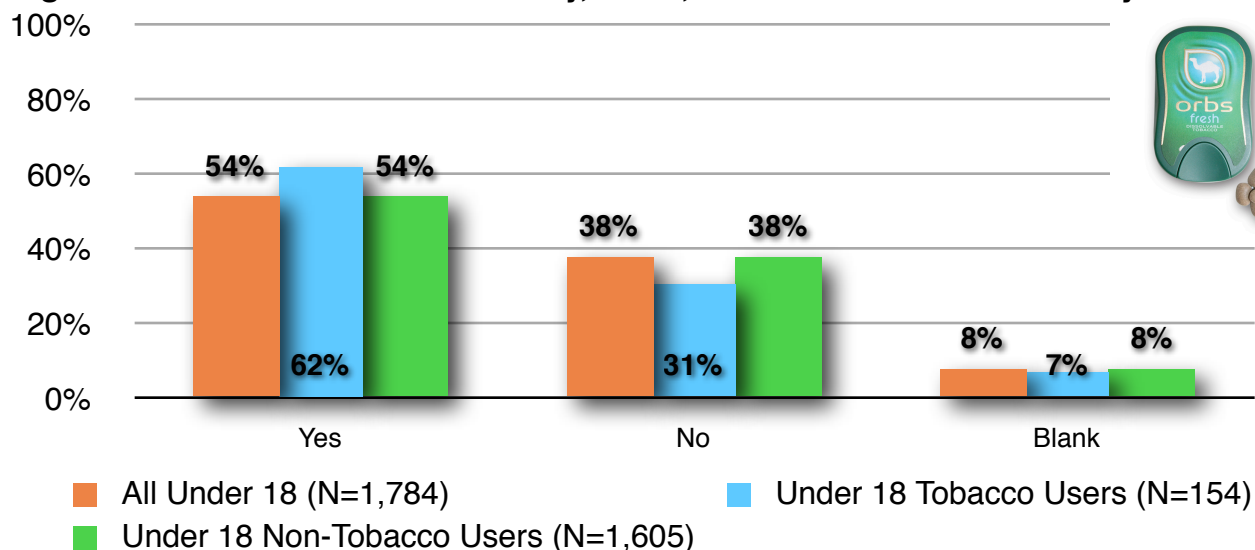
- 23% of youth respondents would try Orbs based on its packaging.
- Youth tobacco users were more likely to try Orbs at 44% compared to youth non-tobacco users at 21%.

**Figure B11: Self Intent to Try Orbs Based on Packaging**



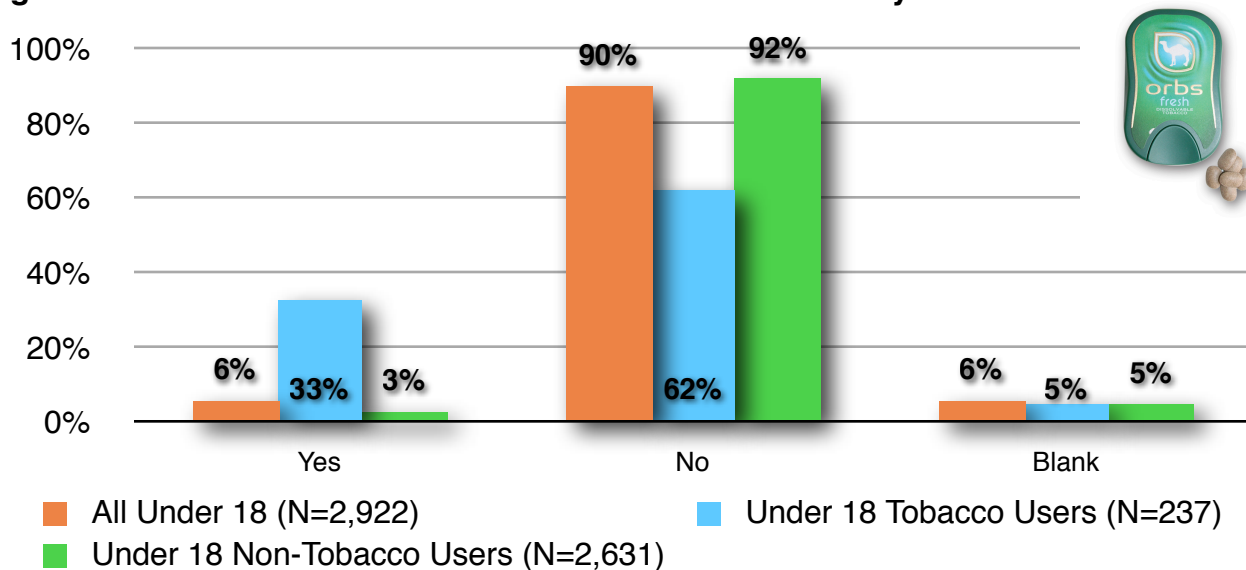
- 54% of youth respondents who incorrectly associated Orbs with candy, mints, or gum would try the product.
- Youth tobacco users who incorrectly associated Orbs with candy, mints, or gum were more likely to say they would try it at 62% compared to youth non-tobacco users at 54%.

**Figure B12: Perceived Orbs as Candy, Mints, or Gum and Self Intent to Try**



- Only 6% of youth respondents who correctly associated Orbs with tobacco would try the product.
- Youth tobacco users who correctly associated Orbs with tobacco were much more likely to say they would try the product at 33% compared to youth non-tobacco users at 3%.

**Figure B13: Perceived Orbs as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

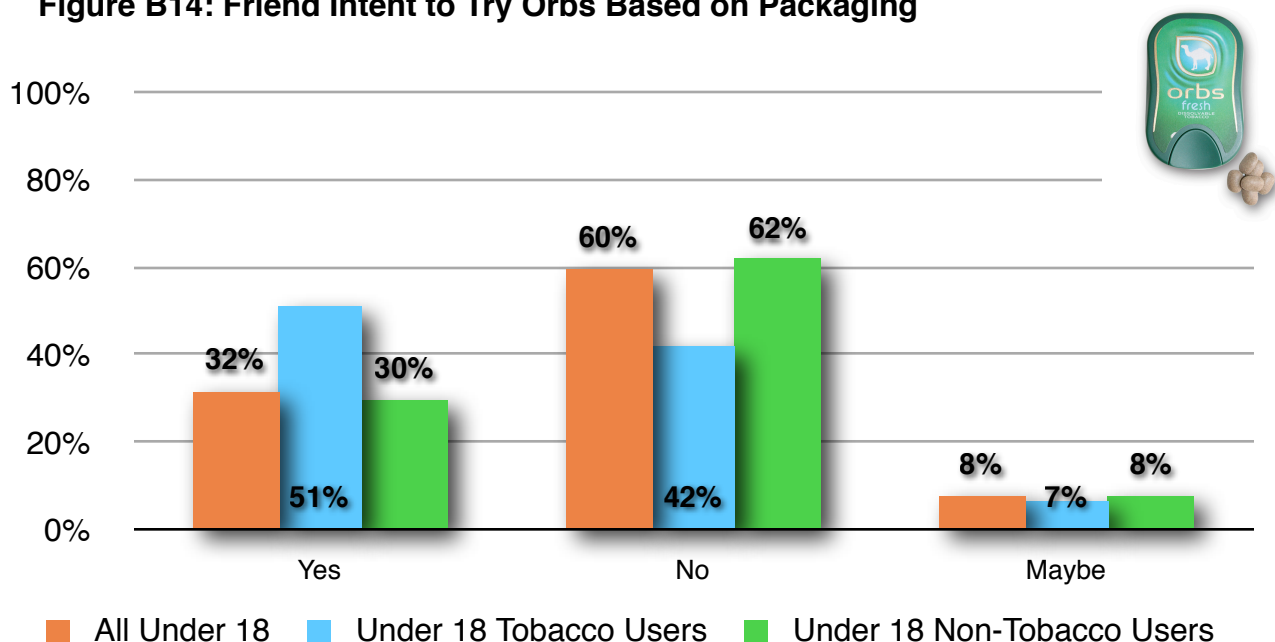
All Under 18  $N = 4,070$  instead of 5,134

All Under 18 Tobacco Users  $N = 360$  instead of 426

All Under 18 Non-Tobacco Users  $N = 3,631$  instead of 4,616

- 32% of all youth respondents said their friends were likely to try Orbs based on its packaging.
- Youth tobacco users were more likely to say their friends would try Orbs at 51% compared to youth non-tobacco users at 30%.

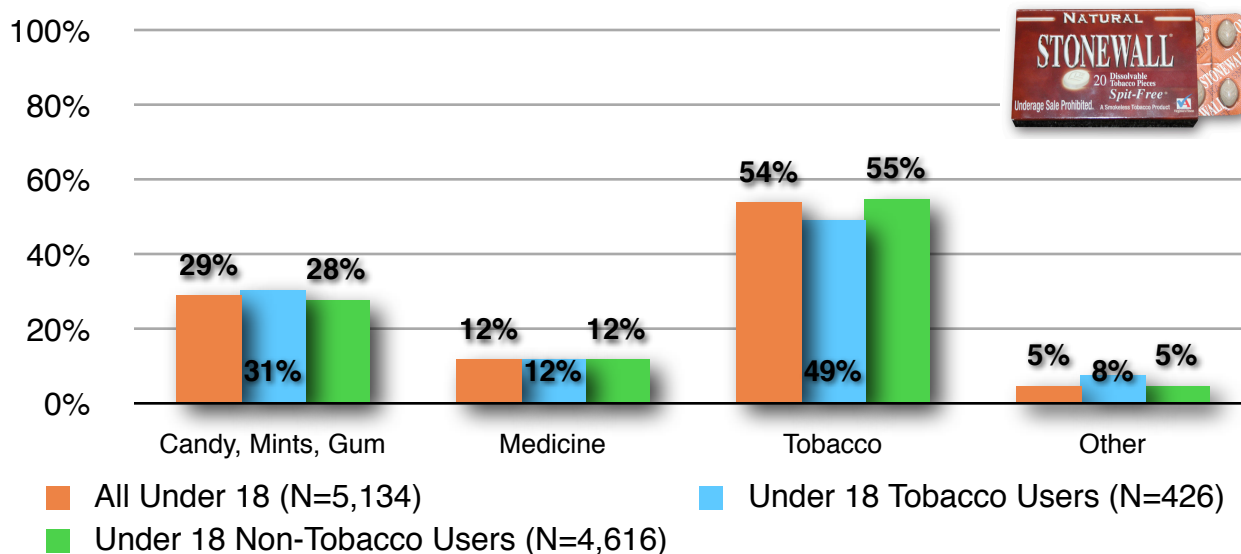
**Figure B14: Friend Intent to Try Orbs Based on Packaging**



## QUESTIONS REGARDING STONEWALL PRODUCT PACKAGE

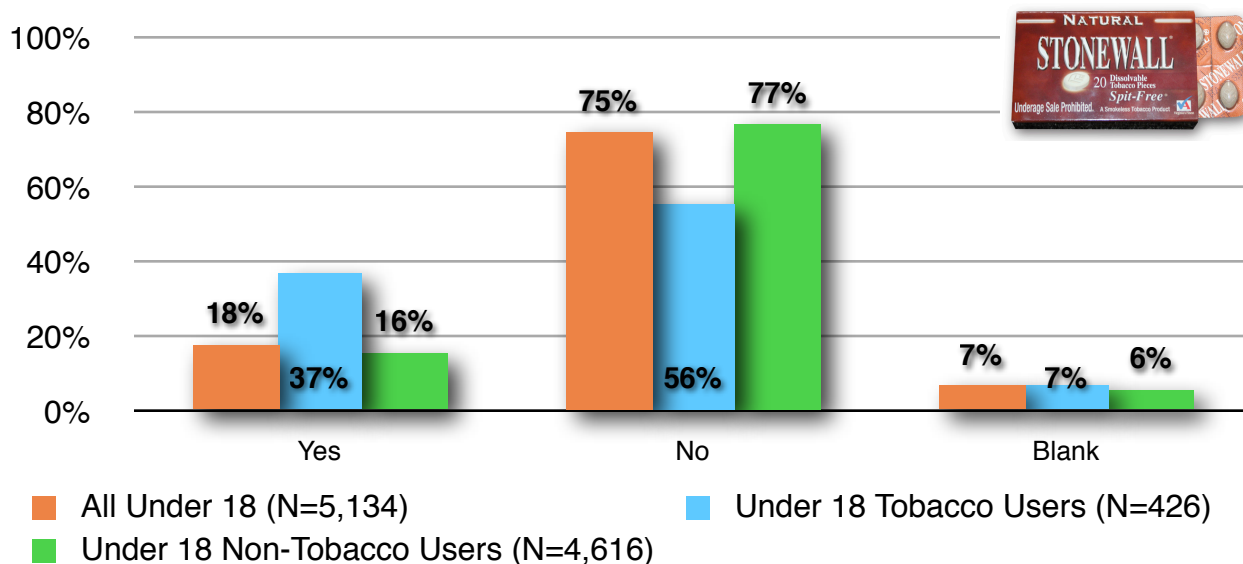
- 29% of youth respondents incorrectly associated Stonewall with candy, mints, or gum.
- Youth tobacco users were more likely to incorrectly associate Stonewall with candy, mints, or gum at 31% compared to youth non-tobacco users at 28%.
- 54% of youth respondents correctly associated Stonewall with tobacco.
- Youth tobacco users were less likely to correctly associate Stonewall with tobacco at 49% compared to youth non-tobacco users at 55%.

**Figure B15: Product Perceptions of Stonewall Tobacco Product Package**



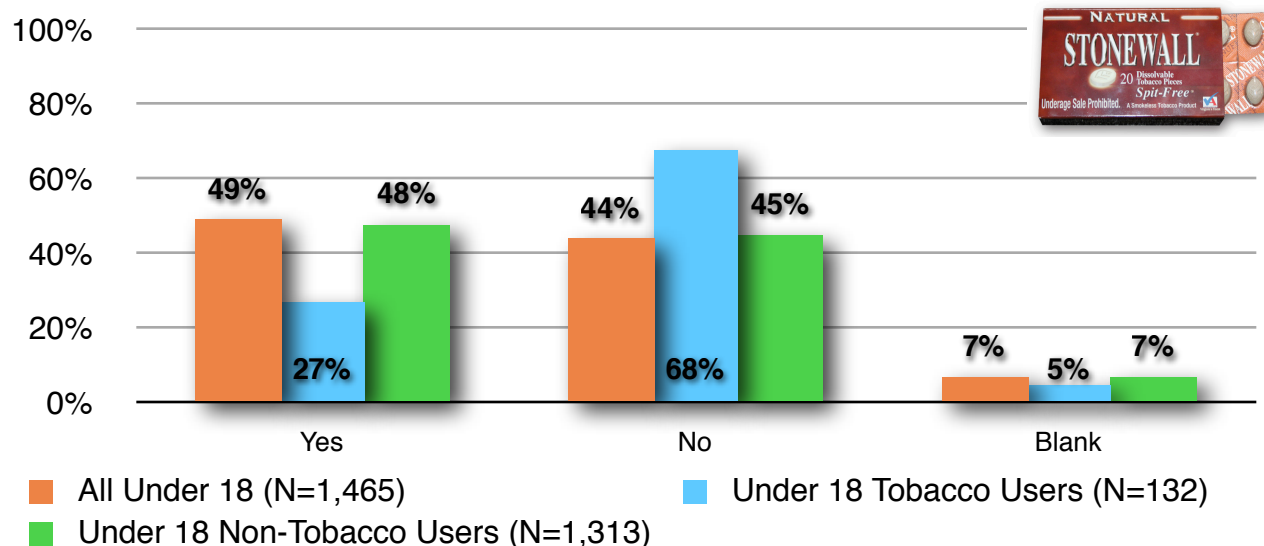
- 18% of youth respondents said they would try Stonewall based on its packaging.
- Youth tobacco users were much more likely to say they would try Stonewall at 37% compared to youth non-tobacco users at 16%.

**Figure B16: Self Intent to Try Stonewall Based on Packaging**



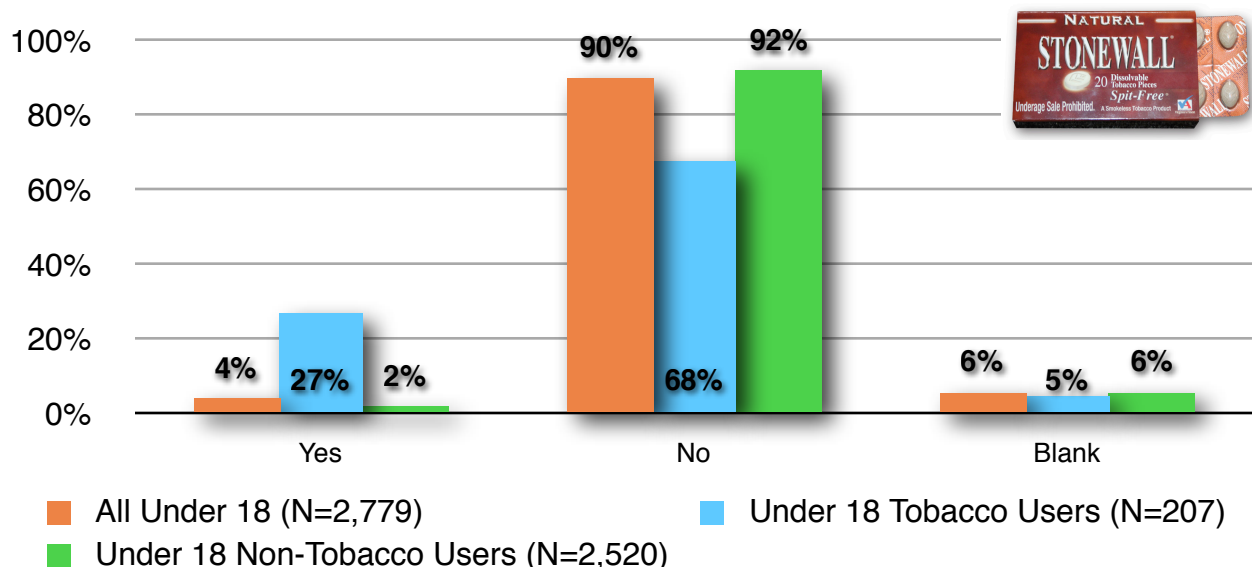
- 49% of youth respondents who incorrectly associated Stonewall with candy, mints, or gum said they would try the product.
- Youth tobacco users who incorrectly associated Stonewall with candy, mints, or gum are less likely to say they would try the product at 27% compared to youth non-tobacco users at 48%.

**Figure B17: Perceived Stonewall as Candy, Mints, or Gum and Self Intent to Try**



- Only 4% of youth who correctly associated Stonewall with tobacco said they would try the product.
- Youth tobacco users who correctly associated Stonewall with tobacco are much more likely to say they would try it at 27% compared to youth non-tobacco users at 2%.

**Figure B18: Perceived Stonewall as Tobacco and Self Intent to Try**

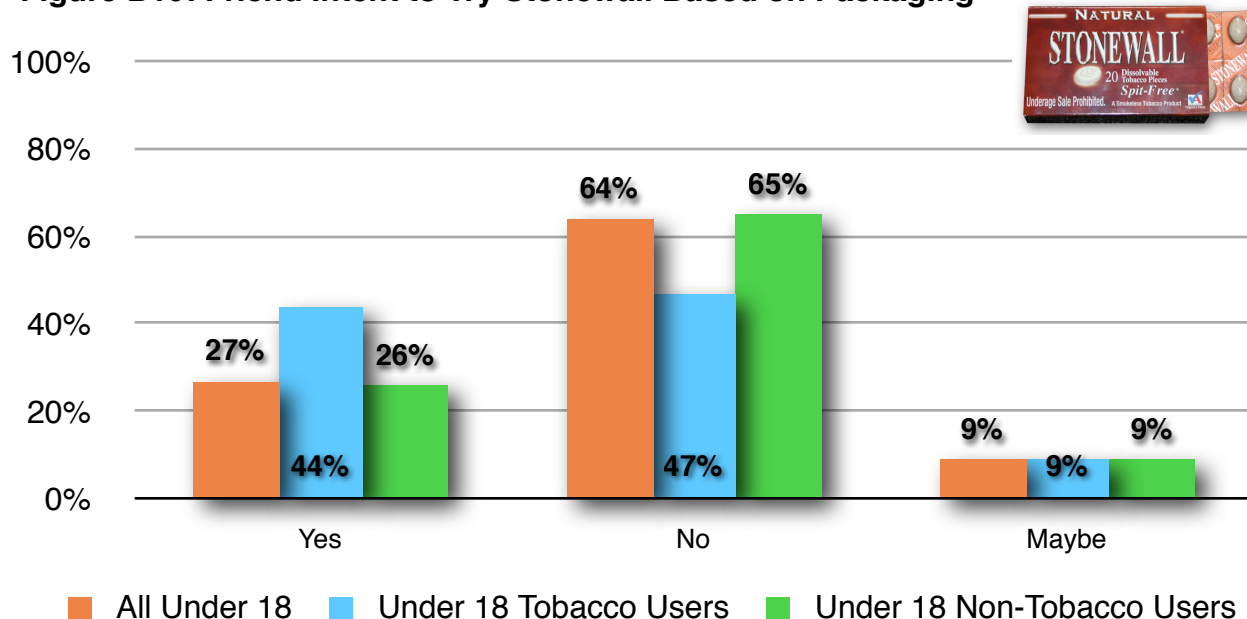


Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

All Under 18 *N = 4,070 instead of 5,134*  
 All Under 18 Tobacco Users *N = 360 instead of 426*  
 All Under 18 Non-Tobacco Users *N = 3,631 instead of 4,616*

- 27% of all youth respondents said their friends were likely to try Stonewall based on its packaging.
- Youth tobacco users were more likely to say their friends would try Stonewall at 44% compared to youth non-tobacco users at 26%.

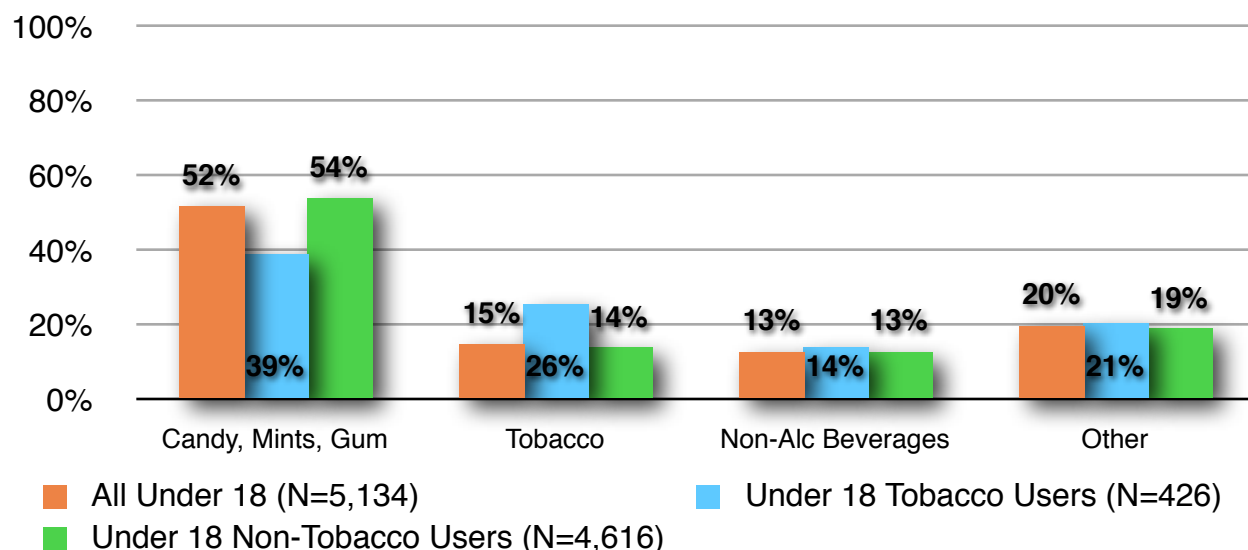
**Figure B19: Friend Intent to Try Stonewall Based on Packaging**



## QUESTIONS REGARDING FROST (SNUS) PRODUCT FLAVOR

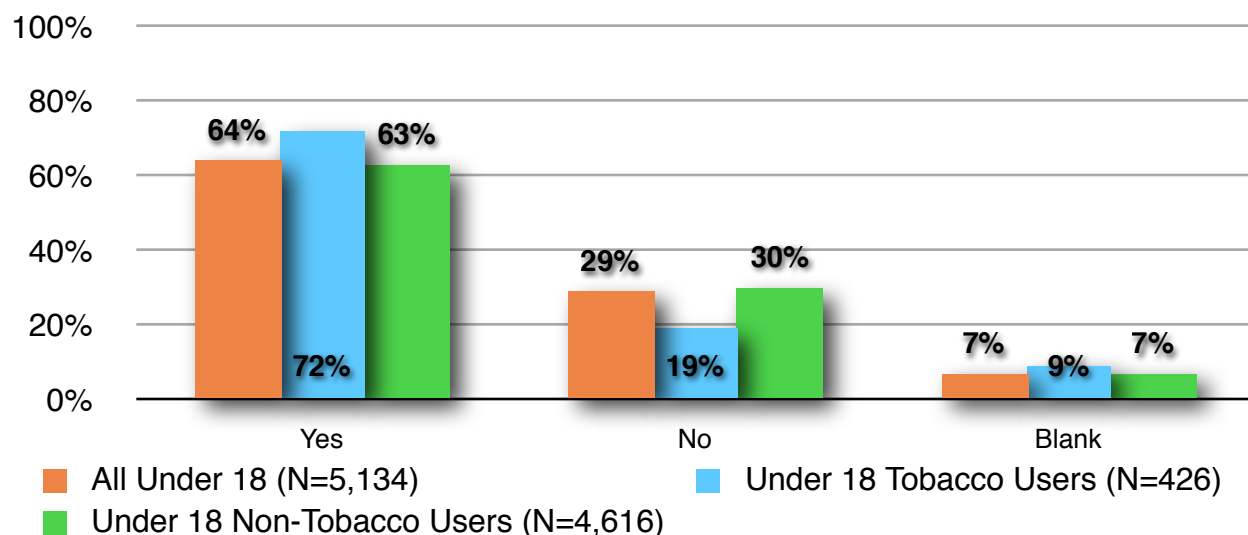
- 52% of youth respondents incorrectly associated Frost with candy, mints, or gum.
- Youth tobacco users were much less likely to incorrectly associate Frost with candy, mints, or gum at 39% compared to youth non-tobacco users at 54%.
- 15% of youth respondents correctly associated Frost with tobacco.
- Youth tobacco users were more likely to correctly associate Frost with tobacco at 26% compared to youth non-tobacco users at 14%.

**Figure B20: Product Perceptions of Frost Tobacco Flavor**



- 64% of youth respondents said they would try Frost based on its flavoring.
- Youth tobacco users were more likely to say they would try Frost flavor at 72% compared to youth non-tobacco users at 63%.

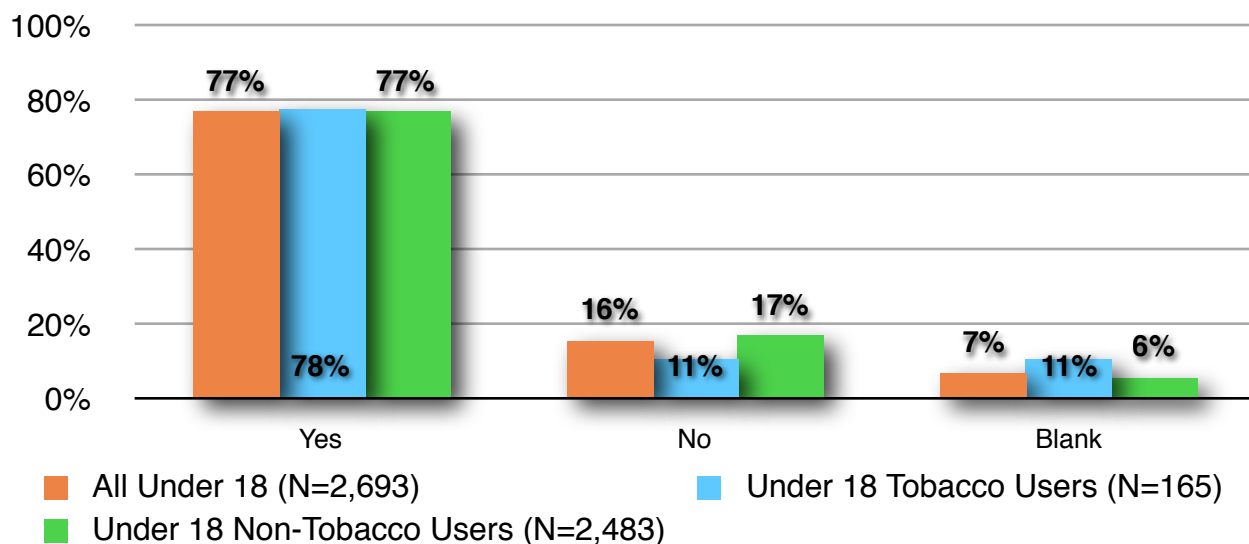
**Figure B21: Self Intent to Try Frost Based on Flavoring**





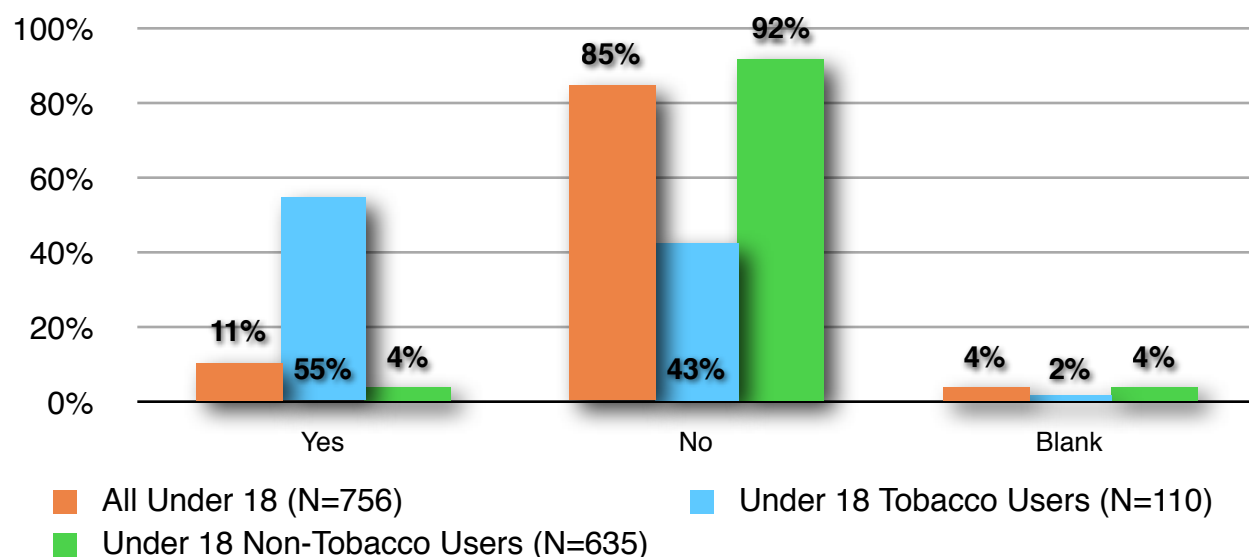
- 77% of youth respondents who incorrectly associated Frost with candy, mints, or gum said they would try it.
- Youth tobacco users who incorrectly associated Frost with candy, mints, or gum were as likely to say they would try it at 78% as youth non-tobacco users at 77%.

**Figure B22: Perceived Frost as Candy, Mints, or Gum and Self Intent to Try**



- 11% of youth respondents who correctly associated Frost with tobacco said they would try it.
- Youth tobacco users who correctly associated Frost with tobacco were much more likely to say they would try it at 55% compared to youth non-tobacco users at 4%.

**Figure B23: Perceived Frost as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

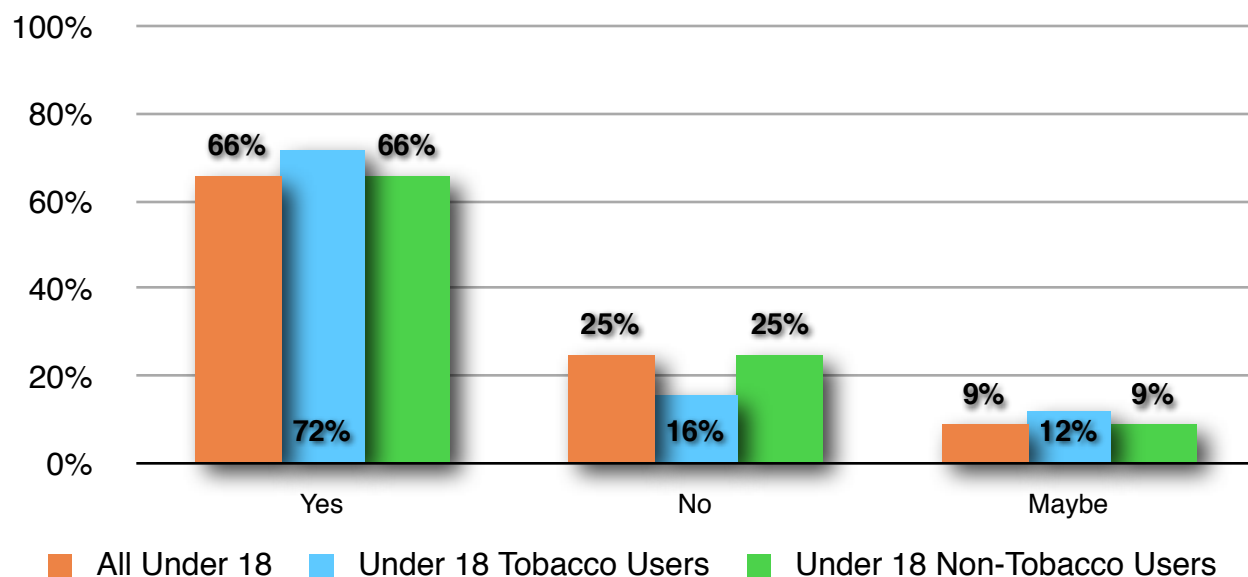
All Under 18 *N* = 4,070 instead of 5,134

All Under 18 Tobacco Users *N* = 360 instead of 426

All Under 18 Non-Tobacco Users *N* = 3,631 instead of 4,616

- 66% of all youth respondents said their friends were likely to try Frost based on its flavoring.
- Youth tobacco users were more likely to say their friends would try Frost flavor at 72% compared to youth non-tobacco users at 66%.

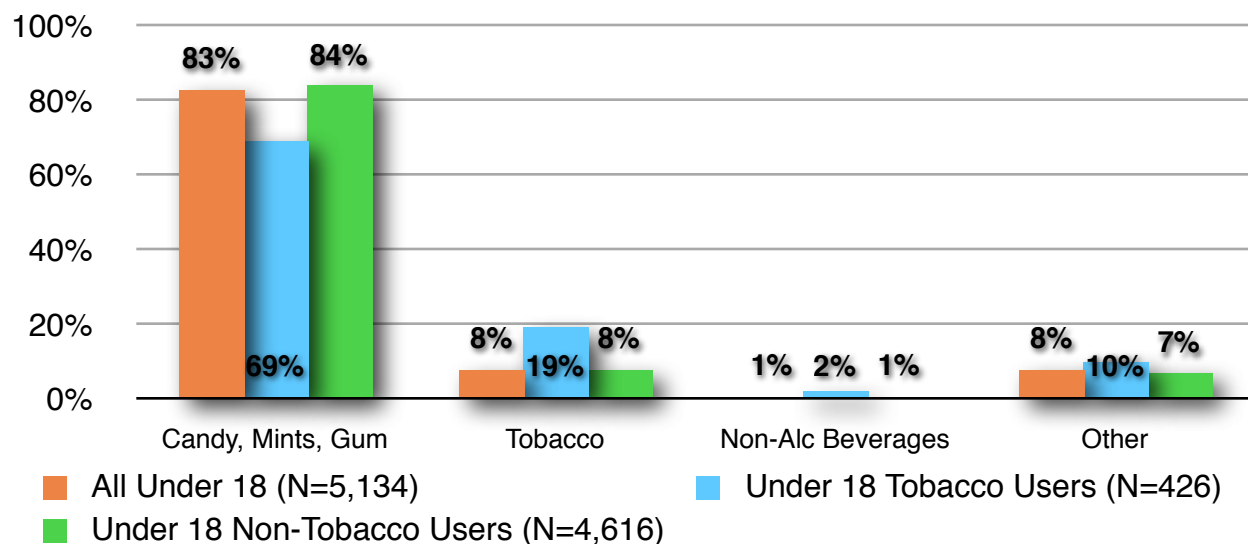
**Figure B24: Friend Intent to Try Frost Based on Flavoring**



## QUESTIONS REGARDING WINTERGREEN (STONEWALL) PRODUCT FLAVOR

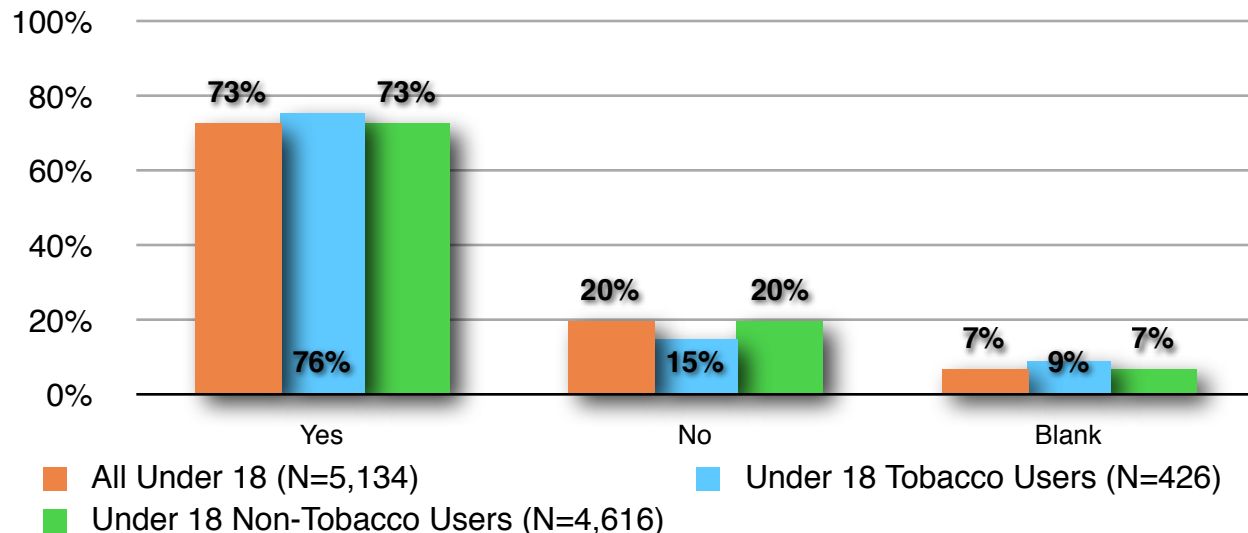
- 83% of youth respondents incorrectly associated Wintergreen flavor with candy, mints, gum.
- Youth tobacco users were less likely to incorrectly associate Wintergreen with candy, mints, or gum at 69% compared to youth non-tobacco users at 84%.
- 8% of youth respondents correctly associated Wintergreen flavor with tobacco.
- Youth tobacco users were much more likely to correctly associate Wintergreen with tobacco at 19% compared to youth non-tobacco users at 8%.

**Figure B25: Product Perceptions of Wintergreen Tobacco Flavor**



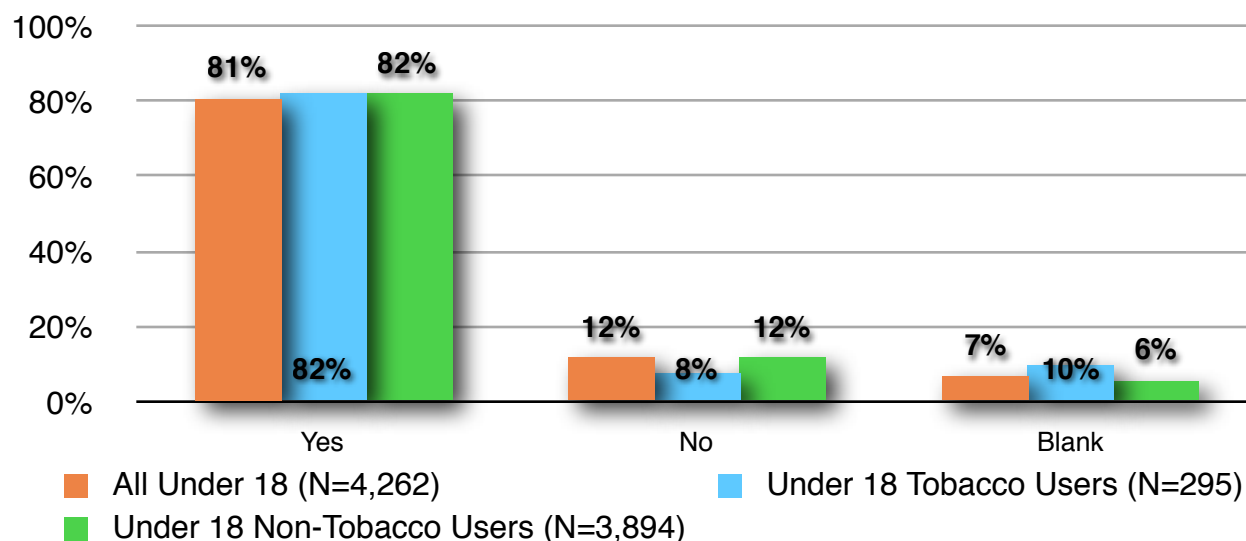
- 73% of youth respondents said they would try Wintergreen based on its flavoring.
- Youth tobacco users were more likely to say they would try Wintergreen at 76% compared to youth non-tobacco users at 73%.

**Figure B26: Self Intent to Try Wintergreen Based on Flavoring**



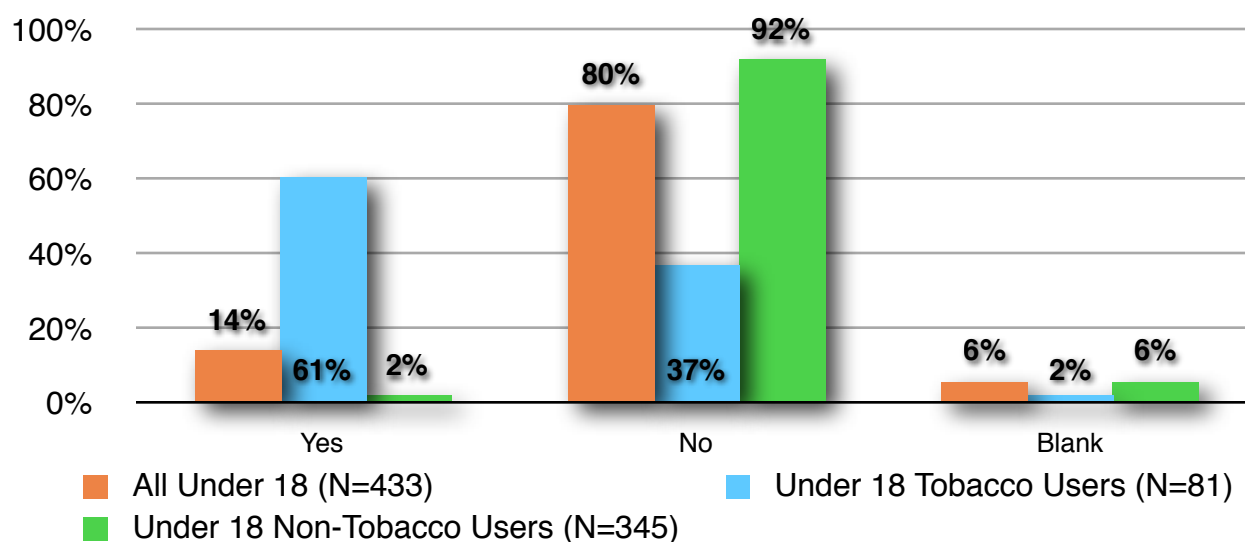
- 81% of youth respondents who incorrectly associated Wintergreen flavor with candy, mints, or gum said they would try it.
- Youth tobacco users who incorrectly associated Wintergreen flavor with candy, mints, or gum were as likely to try it as youth non-tobacco users at 82%.

**Figure B27: Perceived Wintergreen as Candy, Mints, or Gum and Self Intent to Try**



- 14% of youth respondents who correctly associated Wintergreen flavor with tobacco said they would try it.
- Youth tobacco users who correctly associated Wintergreen flavor with tobacco were much more likely to say they would try it at 61% compared to youth non-tobacco users at 2%.

**Figure B28: Perceived Wintergreen as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

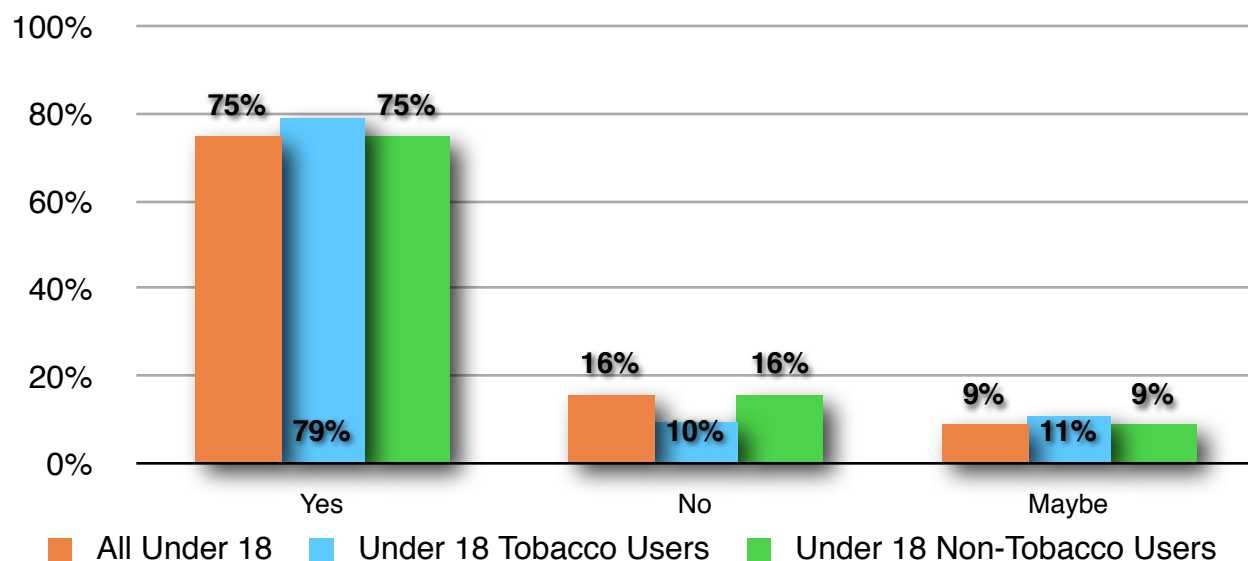
All Under 18 *N* = 4,070 instead of 5,134

All Under 18 Tobacco Users *N* = 360 instead of 426

All Under 18 Non-Tobacco Users *N* = 3,631 instead of 4,616

- 75% of all youth respondents said their friends were likely to try Wintergreen based on its flavoring.
- Youth tobacco users were more likely to say their friends would try Wintergreen flavor at 79% compared to youth non-tobacco users at 75%.

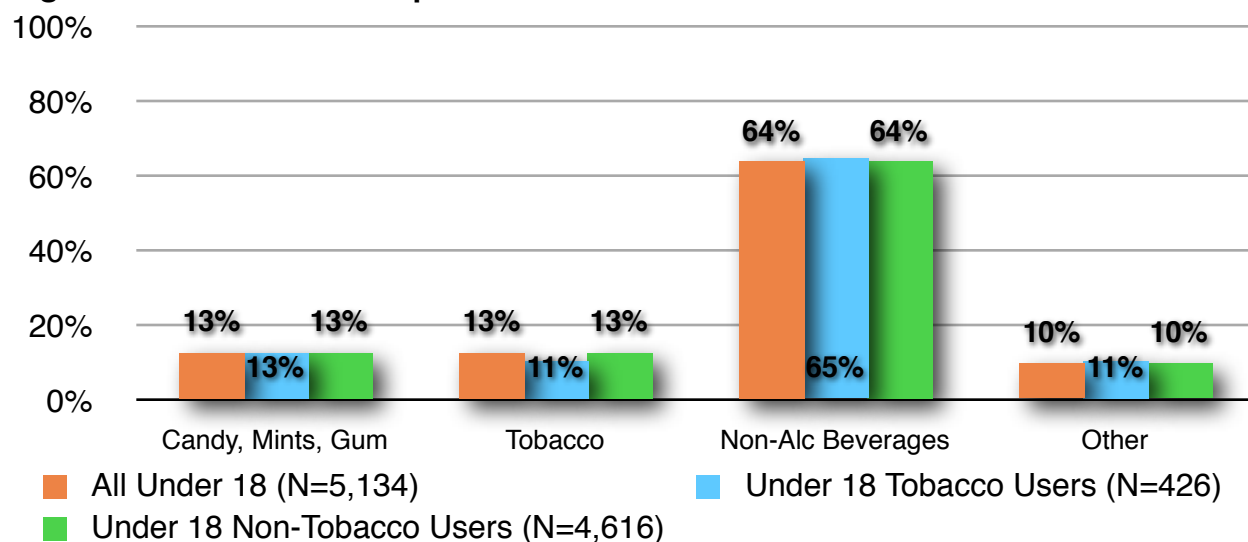
**Figure B29: Friend Intent to Try Wintergreen Based on Flavoring**



## QUESTIONS REGARDING JAVA (STONEWALL) PRODUCT FLAVOR

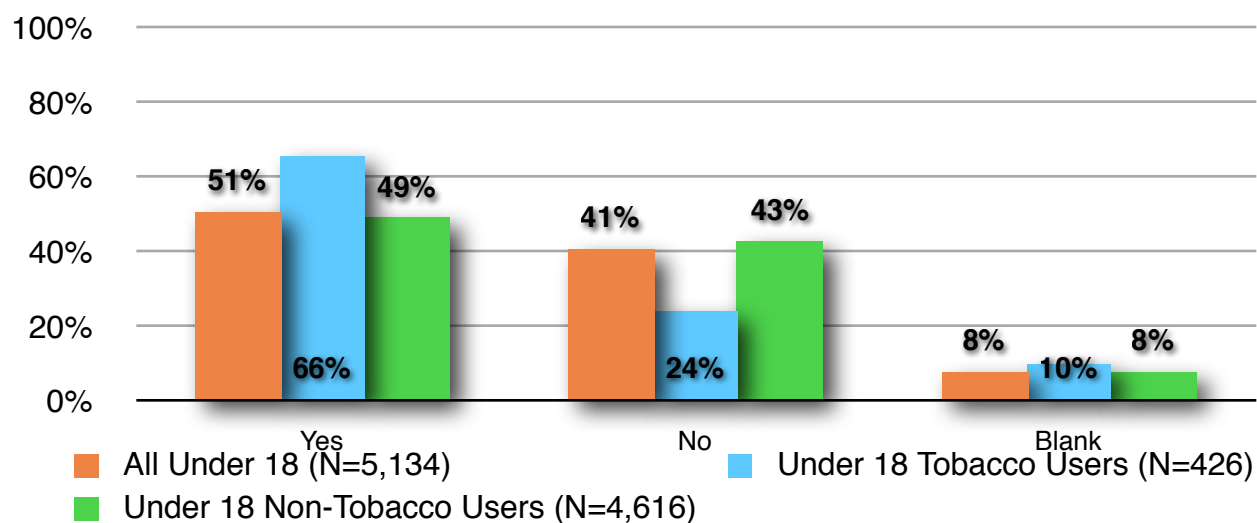
- 13% of youth respondents incorrectly associated Java flavor with candy, mints, or gum and 64% with non-alcoholic beverages.
- Youth tobacco users were as likely as youth non-tobacco users to incorrectly associate Java with candy, mints, or gum at 13%.
- 13% of youth respondents correctly associated Java with tobacco.
- Youth tobacco users were less likely to correctly associated Java with tobacco at 11% compared with youth non-tobacco users at 13%.

**Figure B30: Product Perceptions of Java Tobacco Flavor**



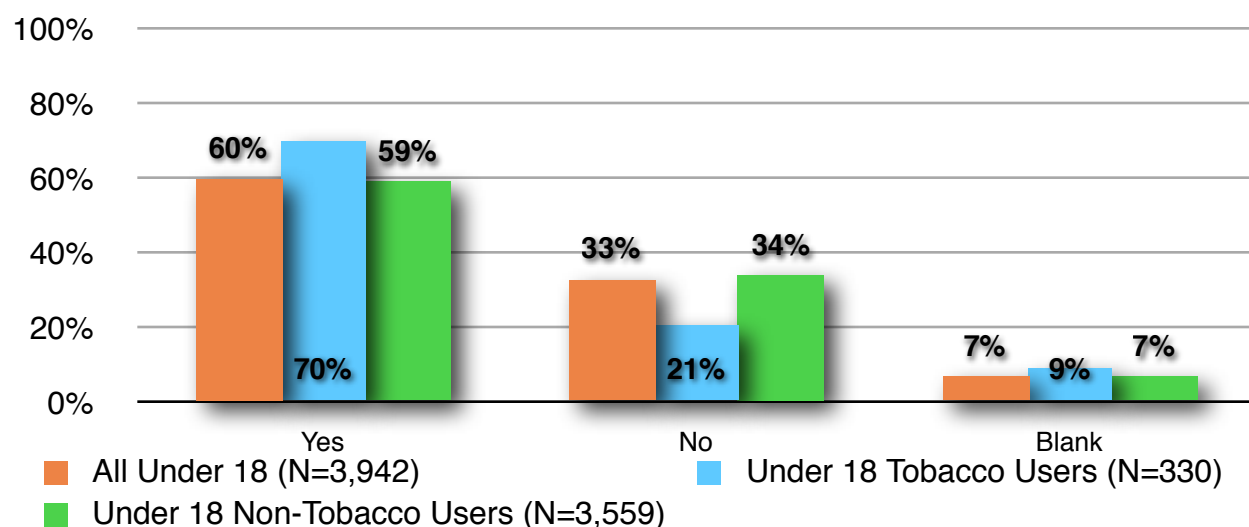
- 51% of youth respondents said they would try Java based on its flavoring.
- Youth tobacco users were more likely to say they would try Java at 66% compared to youth non-tobacco users at 49%.

**Figure B31: Self Intent to Try Java Based on Flavoring**



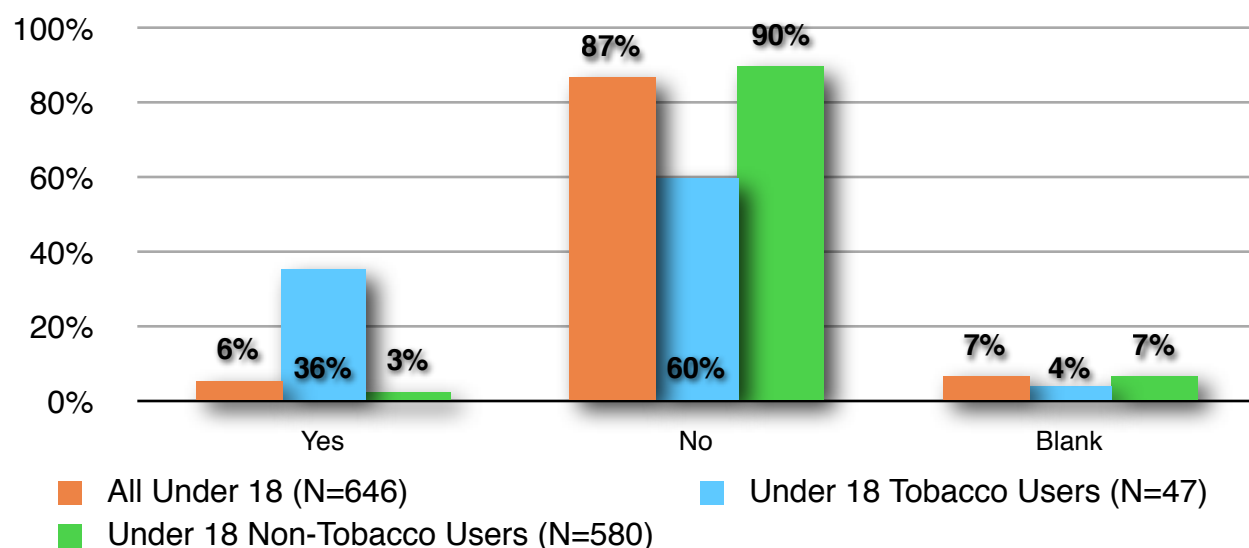
- 60% of youth who incorrectly associated Java with candy, mints, gum, or non-alcoholic beverages said they would try it.
- Youth tobacco user who incorrectly associated Java with candy, mints, gum, or non-alcoholic beverages were much more likely to say they would try it at 70% compared to youth non-tobacco users at 59%.

**Figure B32: Perceived Java as Candy, Mints, Gum or Non-Alcoholic Beverages and Self Intent to Try**



- Only 6% of youth who correctly associated Java with tobacco said they would try it.
- Youth tobacco users who correctly associated Java with tobacco were much more likely to say they would try it at 36% compared to youth non-tobacco users at 3%.

**Figure B33: Perceived Java as Tobacco and Self Intent to Try**





Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

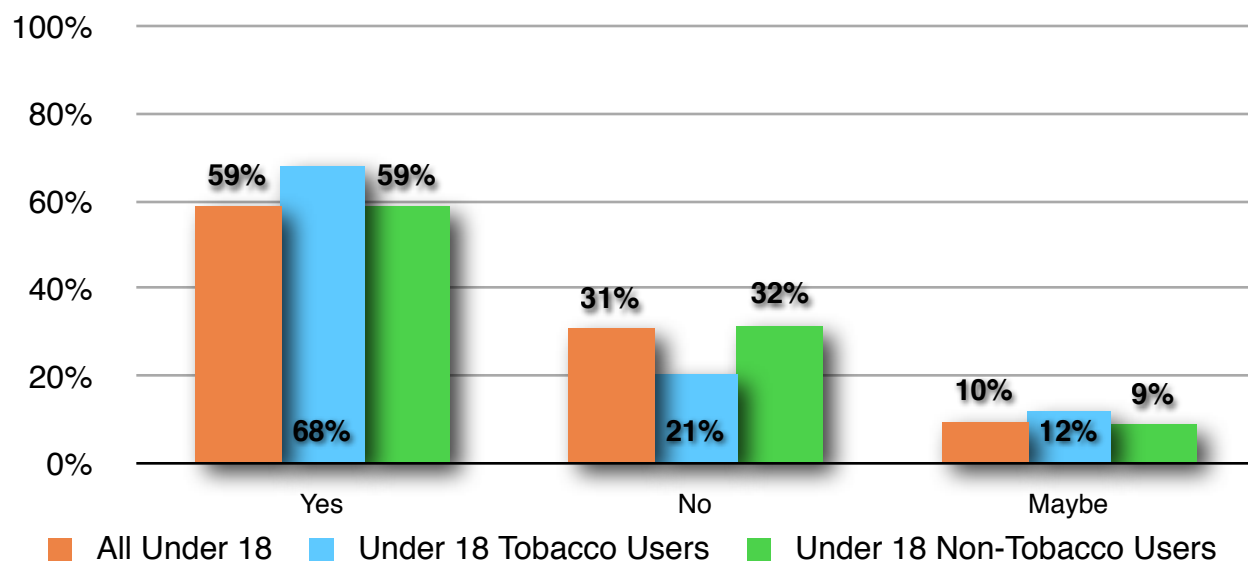
All Under 18 *N* = 4,070 instead of 5,134

All Under 18 Tobacco Users *N* = 360 instead of 426

All Under 18 Non-Tobacco Users *N* = 3,631 instead of 4,616

- 59% of youth respondents said their friends were likely to try Java based on its flavoring.
- Youth tobacco users were more likely to say their friends would try Java flavor at 68% compared to youth non-tobacco users at 59%.

**Figure B34: Friend Intent to Try Java Based on Flavoring**



## **SECTION C**

### **TOBACCO USER & NON-USER**

### **SAMPLE ANALYSIS**

**- TOBACCO USER**

**N = 1,039**

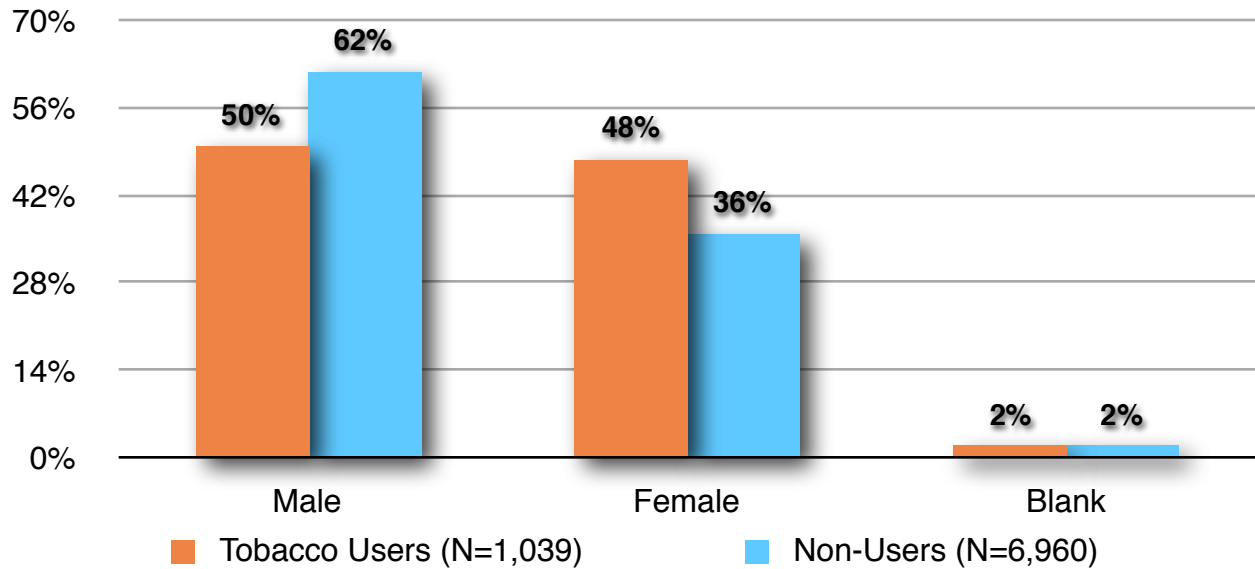
**- NON-USER**

**N = 6,960**

## DEMOGRAPHICS

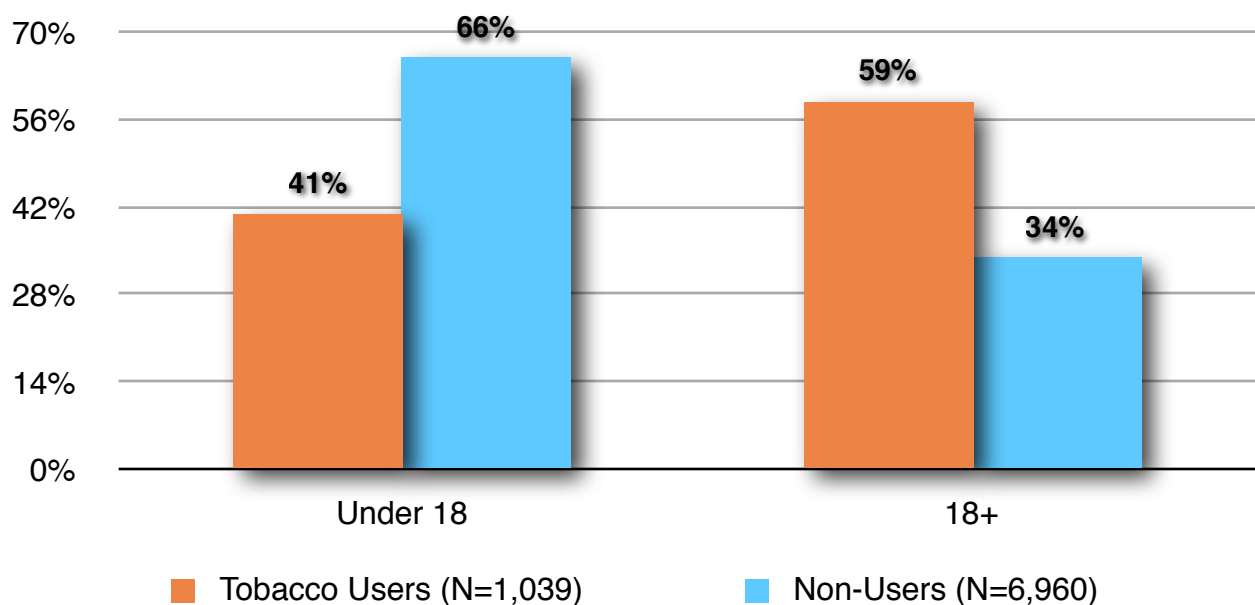
- Amongst tobacco users, 50% are male and 48% are female.
- Amongst non-tobacco users, 62% are male and 36% are female.

**Figure C1: Sex**



- Amongst tobacco users, 41% are youth under 18 years old and 59% are adults.
- Amongst non-tobacco users, 66% are youth under 18 years old and 34% are adults.

**Figure C2: Age**



## FUTURE TOBACCO USE

Questions regarding future tobacco use were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

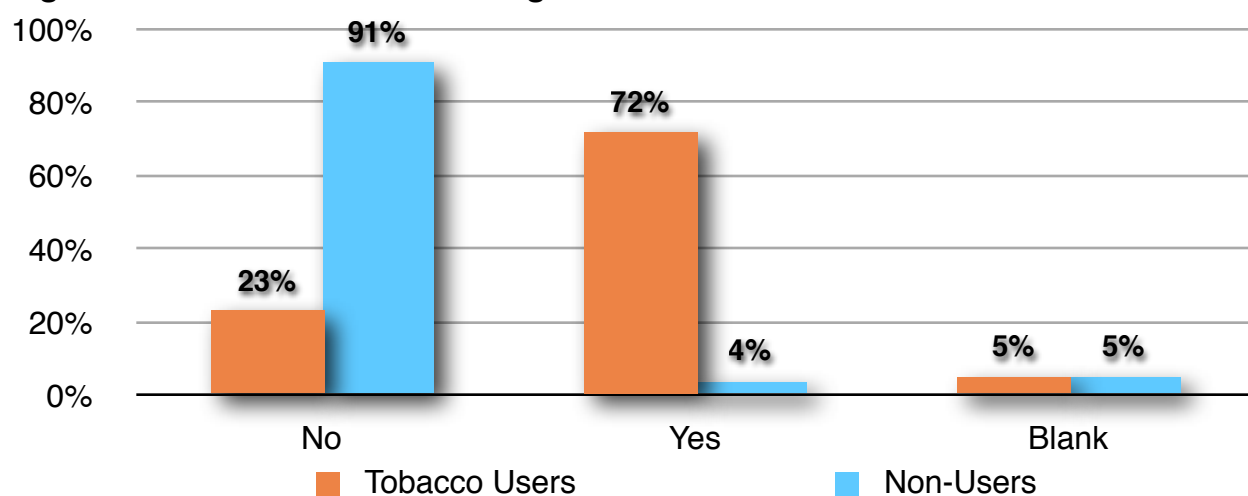
### Tobacco Users

- 23% of current tobacco users do NOT intend to smoke cigarettes next year.
- 72% of current tobacco users intend to smoke cigarettes next year.
- 21% of current tobacco users do NOT intend to use any tobacco products next year.
- 74% of current tobacco users intend to use at least one type of tobacco product next year.

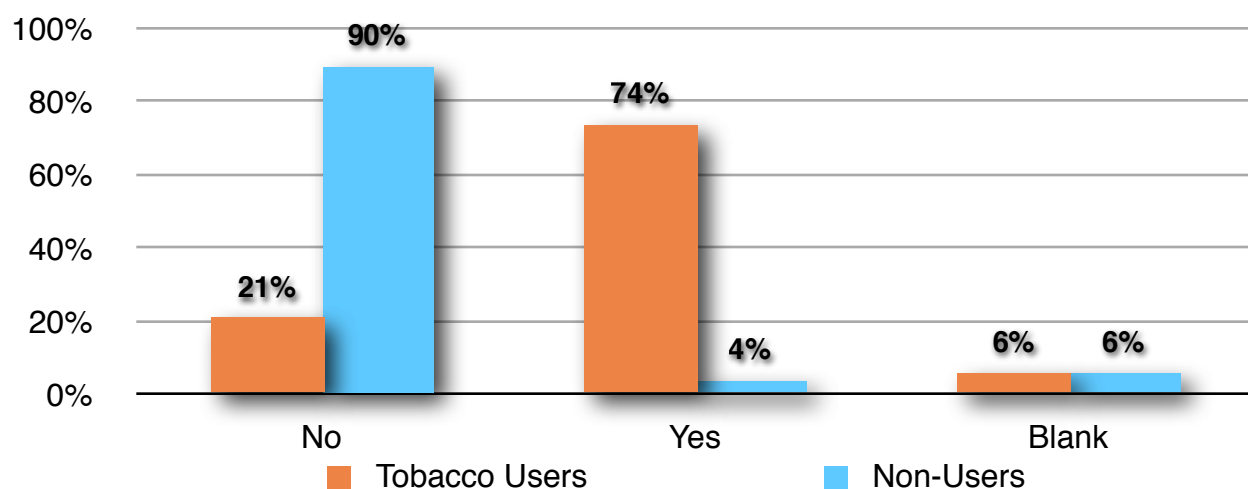
### Non-Tobacco Users

- 4% of current non-tobacco users intent to smoke cigarettes or use at least one type of tobacco product next year.

**Figure C3: Self Intent to Smoke Cigarettes**



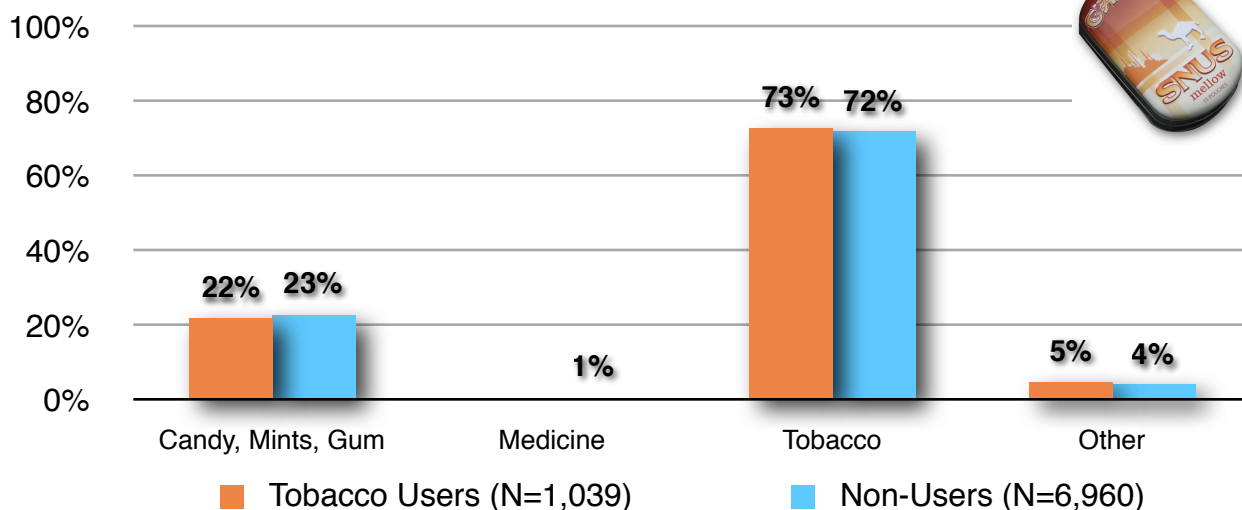
**Figure C4: Self Intent to Use Any Tobacco Products**



## QUESTIONS REGARDING SNUS PRODUCT PACKAGES

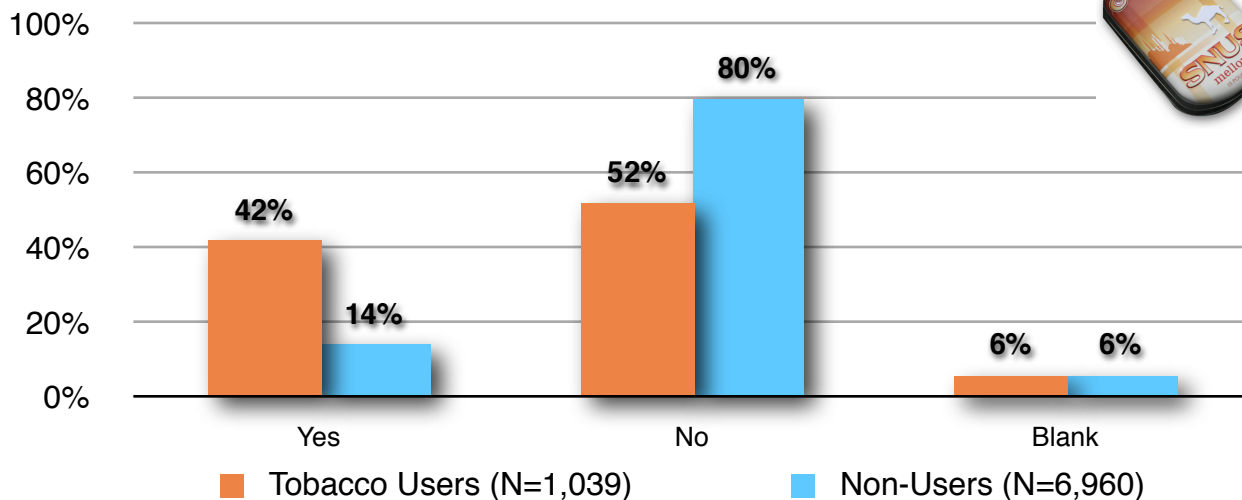
- 22% of tobacco users incorrectly associated Snus with candy, mints, or gum compared to 23% of non-tobacco users.
- 73% of tobacco users correctly associated Snus with tobacco compared to 72% of non-tobacco users.

**Figure C5: Product Perceptions of Snus Tobacco Product Package**



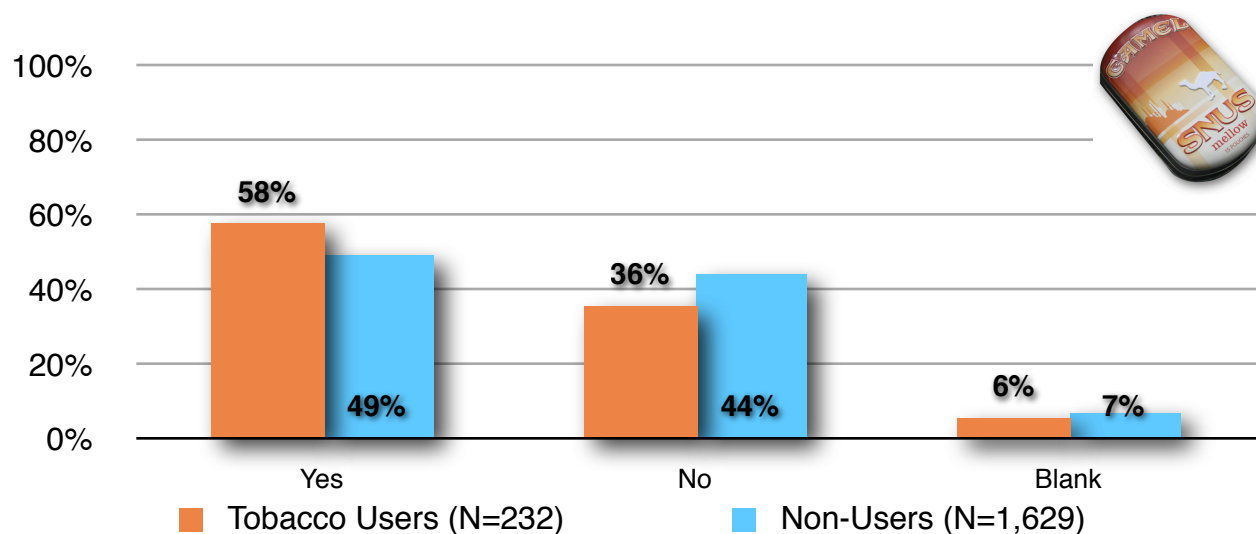
- 42% of tobacco users said they would try Snus based on its packaging compared 14% of non-tobacco users.
- 52% of tobacco users said they would NOT try Snus based on its packaging compared to 80% of non-tobacco users.

**Figure C6: Self Intent to Try Snus Based on Packaging**



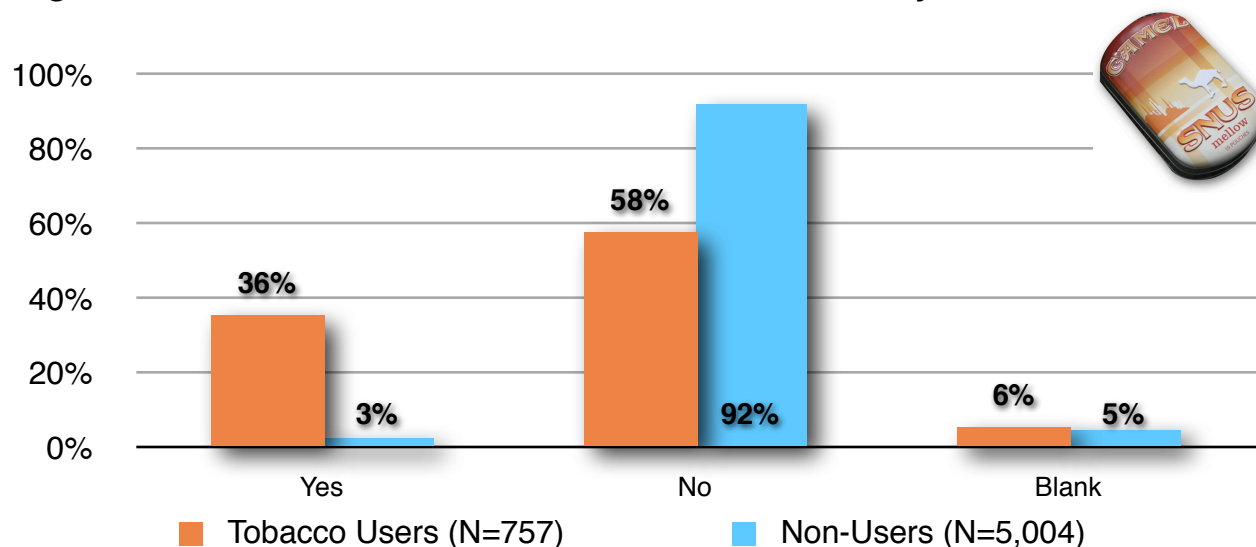
- 58% of tobacco users who incorrectly associated Snus with candy, mints, or gum said they would try it compared to 49% of non-tobacco users.
- 36% of tobacco users who incorrectly associated Snus with candy, mints, or gum said they would NOT try it compared to 44% of non-tobacco users.

**Figure C7: Perceived Snus as Candy, Mints, or Gum and Self Intent to Try**



- 36% of tobacco users who correctly associated Snus with tobacco said they would try it compared to only 3% of non-tobacco users.
- 58% of tobacco users who correctly associated Snus with tobacco said they would NOT try it compared to 92% of non-tobacco users.

**Figure C8: Perceived Snus as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

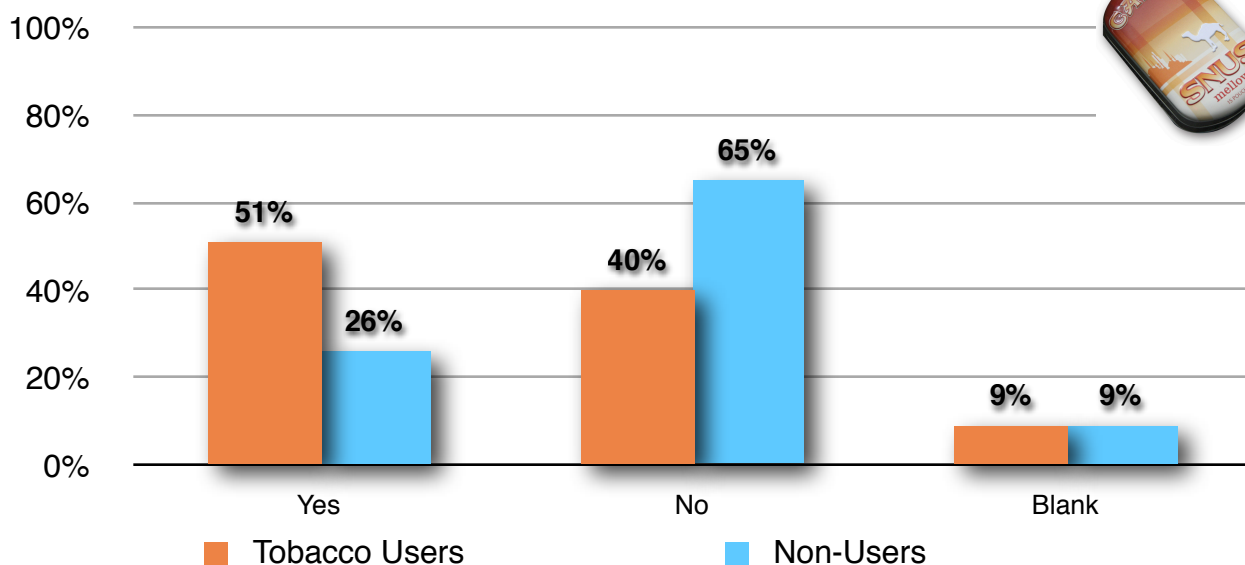
*N* = 735 instead of 1,039

Non-Users

*N* = 5,046 instead of 6,960

- 51% of tobacco users said their friends were likely to try Snus based on its packaging compared to 26% of non-tobacco users.
- 40% of tobacco users said their friends were NOT likely to try Snus based on its packaging compared to 65% of non-tobacco users.

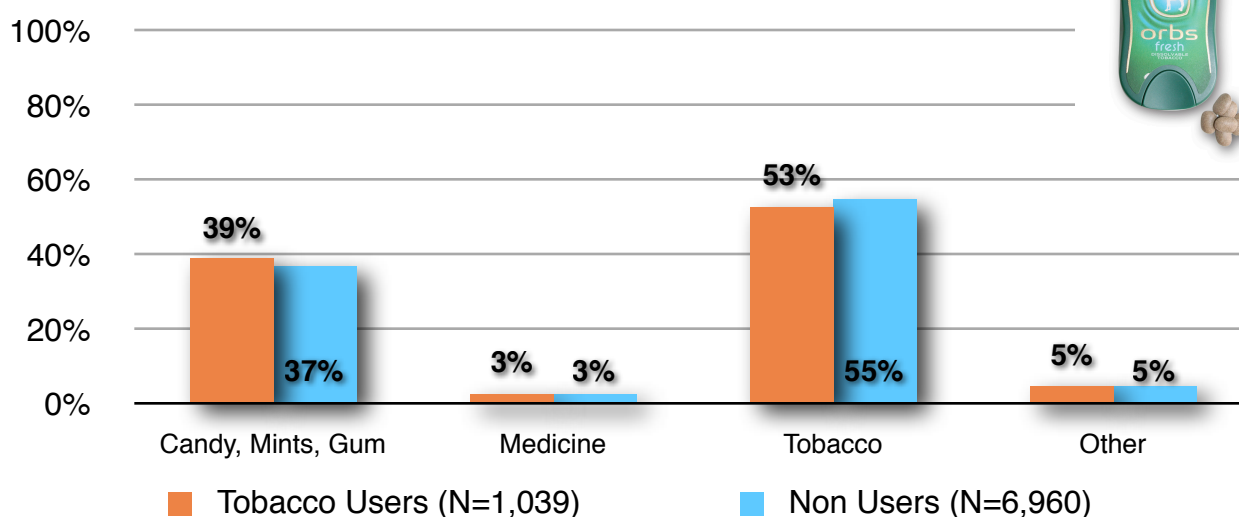
**Figure C9: Friend Intent to Try Snus Based on Packaging**



## QUESTIONS REGARDING ORBS PRODUCT PACKAGE

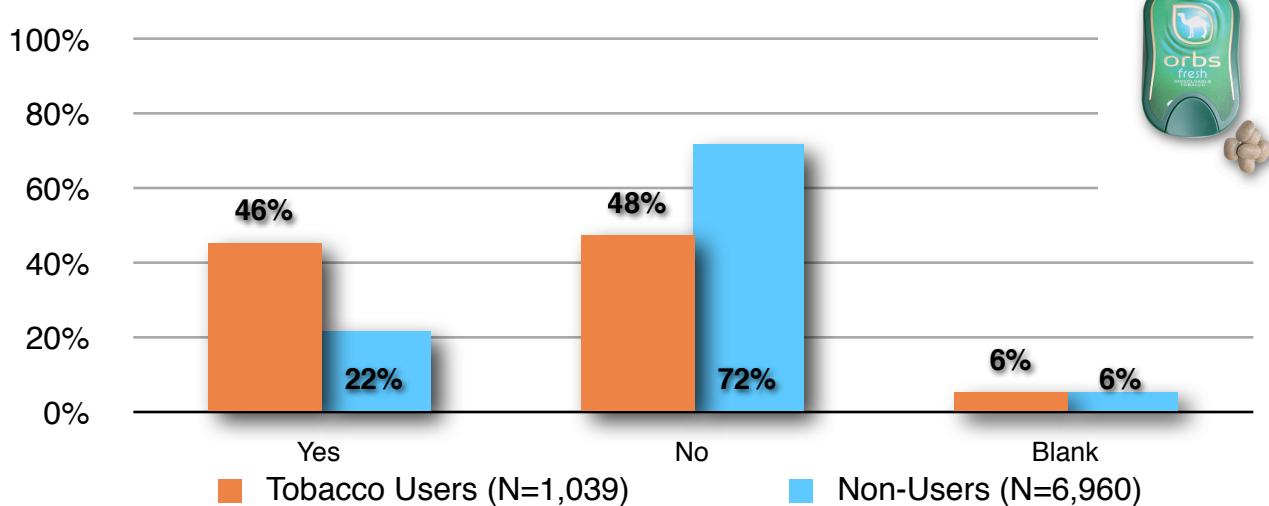
- 39% of tobacco users incorrectly associated Orbs with candy, mints, or gum compared to 37% of non-tobacco users.
- 53% of tobacco users correctly associated Orbs with tobacco compared to 55% of non-tobacco users.

**Figure C10: Product Perceptions of Orbs Tobacco Product Package**



- 48% of tobacco users said they would try Orbs based on its packaging compared to 22% of non-tobacco users.
- 48% of tobacco users said they would NOT try Orbs based on its packaging compared to 72% of non-tobacco users.

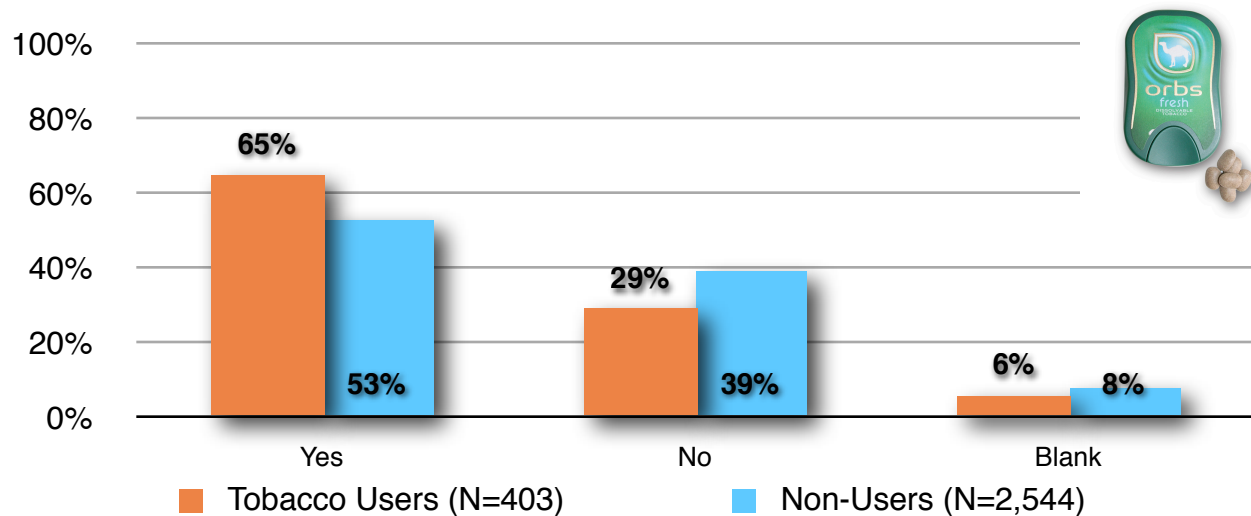
**Figure C11: Self Intent to Try Orbs Based on Packaging**





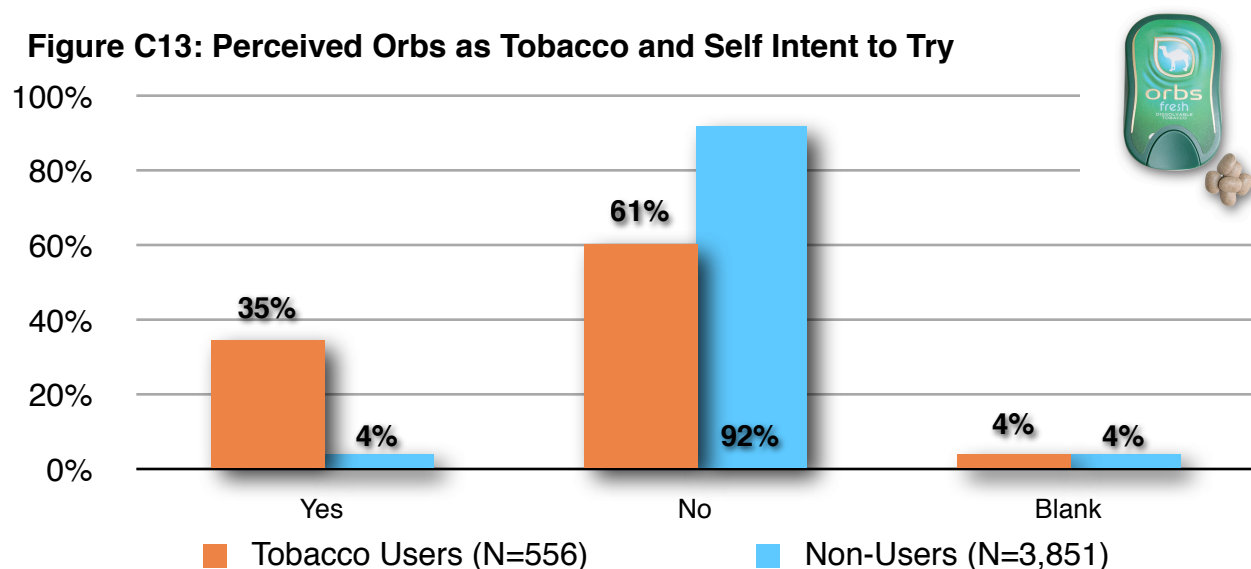
- 65% of tobacco users who incorrectly associated Orbs with candy, mints, or gum said they would try it compared to 53% of non-tobacco users.
- 29% of tobacco users who incorrectly associated Orbs with candy, mints, or gum said they would NOT try it compared to 39% of non-tobacco users.

**Figure C12: Perceived Orbs as Candy, Mints, or Gum and Self Intent to Try**



- 35% of tobacco users who correctly associated Orbs with tobacco said they would try it compared to only 4% of non-tobacco users.
- 61% of tobacco users who correctly associated Orbs with tobacco said they would NOT try it compared to 92% of non-tobacco users.

**Figure C13: Perceived Orbs as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

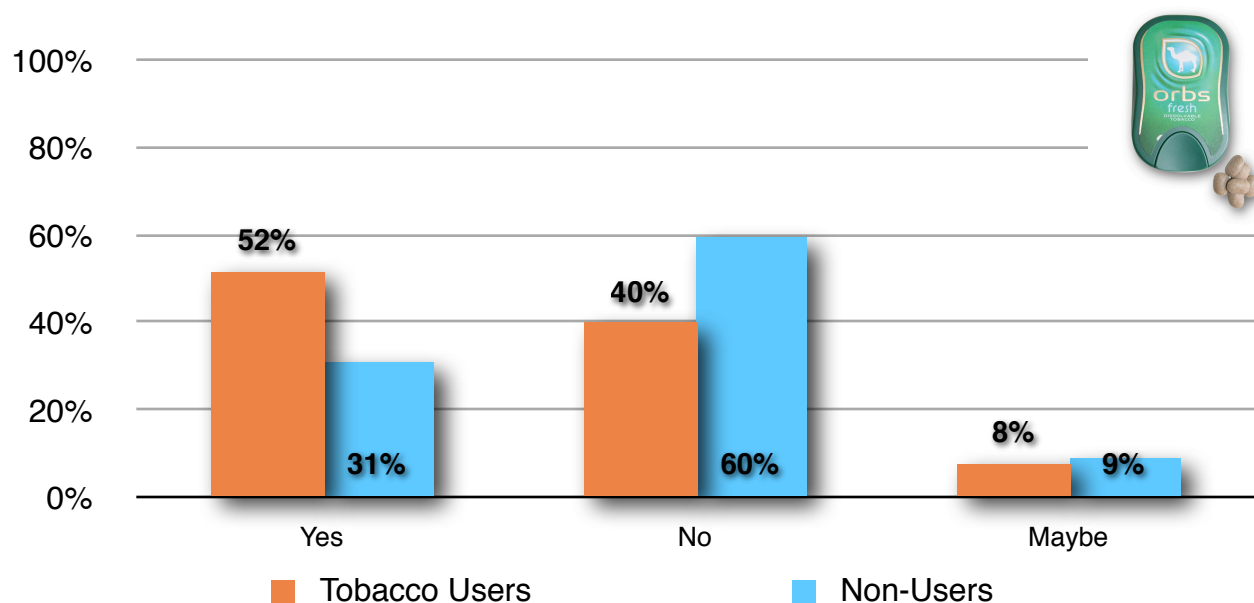
N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

- 52% of tobacco users said their friends were likely to try Orbs based on its packaging compared to 31% of non-tobacco users.
- 40% of tobacco users said their friends were NOT likely to try Snus based on its packaging compared to 60% of non-tobacco users.

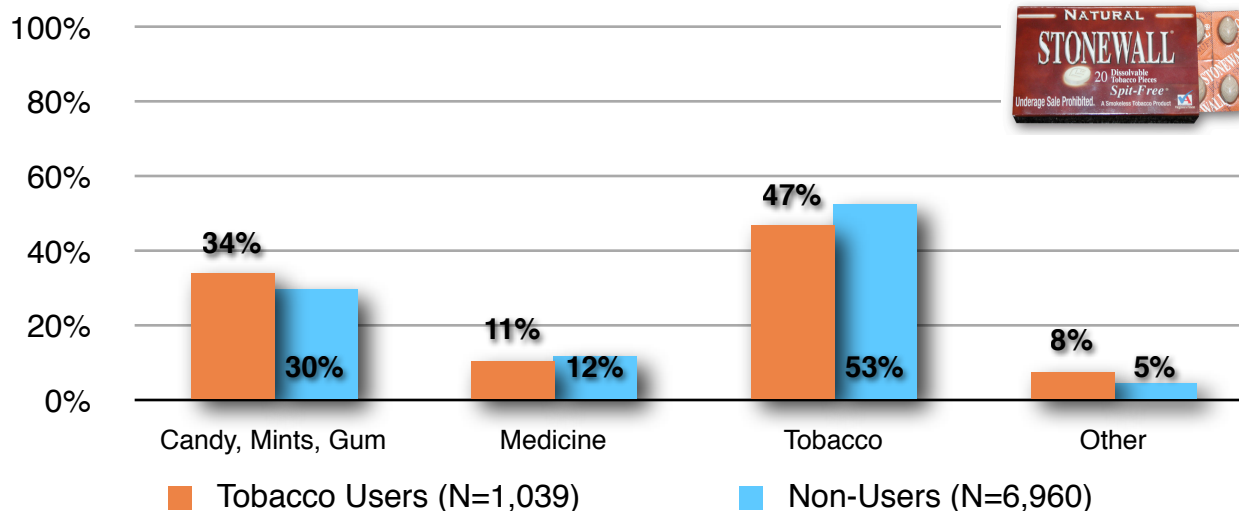
**Figure C14: Friend Intent to Try Orbs Based on Packaging**



## QUESTIONS REGARDING STONEWALL PRODUCT PACKAGE

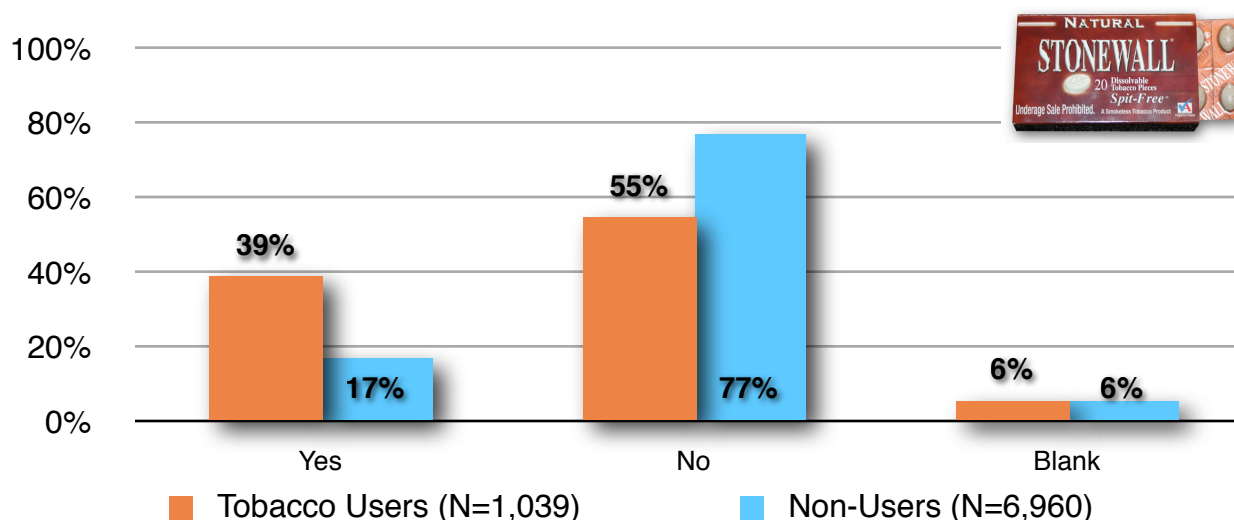
- 34% of tobacco users incorrectly associated Stonewall with candy, mints, or gum compared to 30% of non-tobacco users.
- 47% of tobacco users correctly associated Stonewall with tobacco compared to 53% of non-tobacco users.

**Figure C15: Product Perceptions of Stonewall Tobacco Product Package**



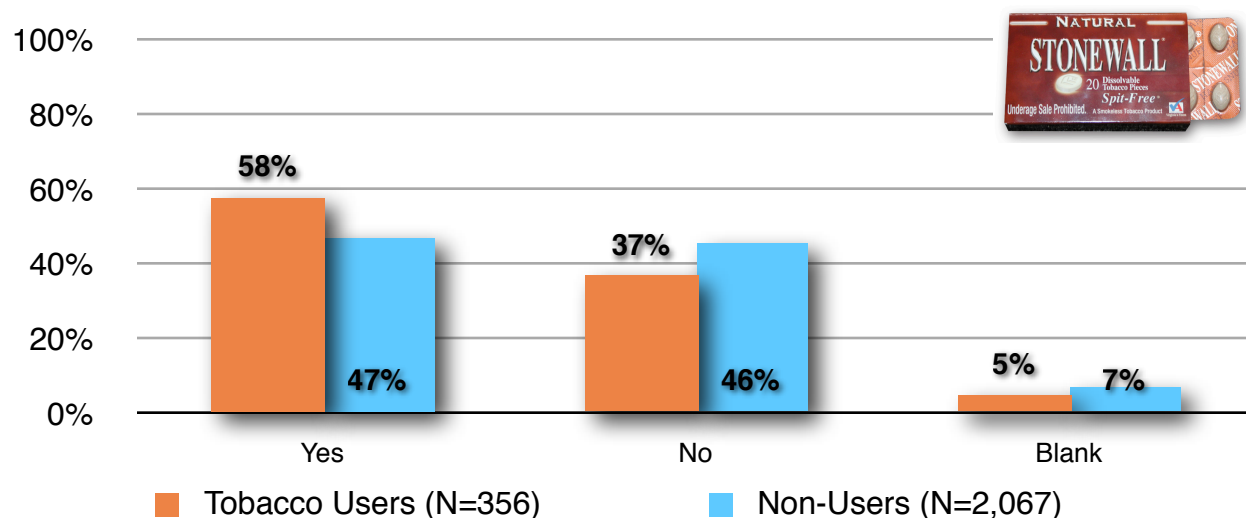
- 39% of tobacco users said they would try Stonewall based on its packaging compared to 17% of non-tobacco users.
- 55% of tobacco users said they would NOT try Stonewall based on its packaging compared to 77% of non-tobacco users.

**Figure C16: Self Intent to Try Stonewall Based on Packaging**



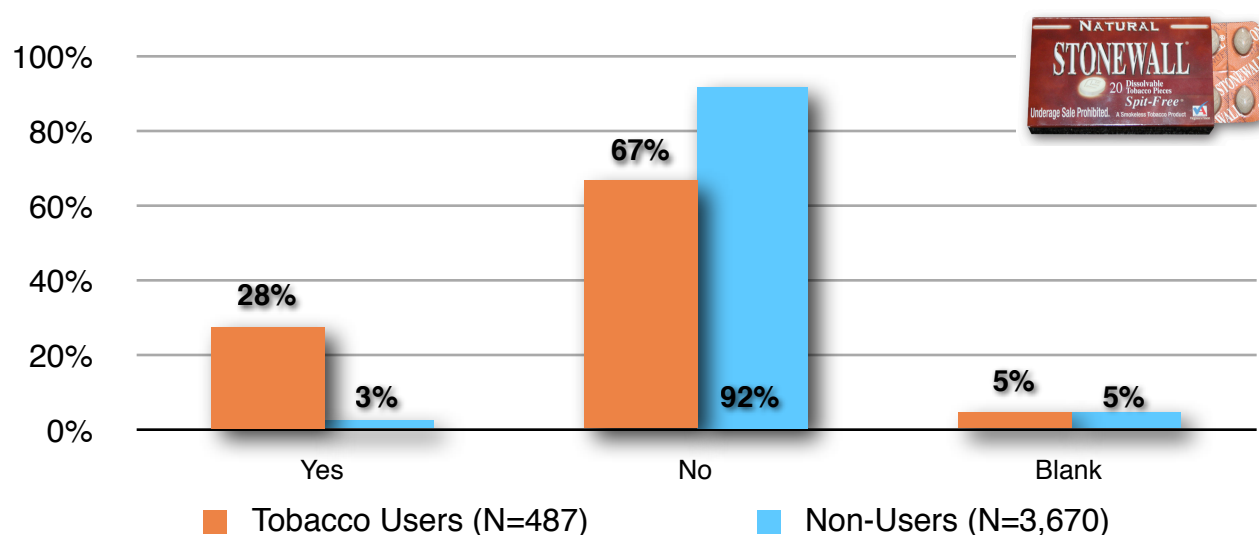
- 58% of tobacco users who incorrectly associated Stonewall with candy, mints, or gum said they would try it compared to 47% of non-tobacco users.
- 37% of tobacco users who incorrectly associated Stonewall with candy, mints, or gum said they would NOT try it compared to 48% of non-tobacco users.

**Figure C17: Perceived Stonewall as Candy, Mints, or Gum and Self Intent to Try**



- 28% of tobacco users who correctly associated Stonewall with tobacco said they would try it compared to only 3% of non-tobacco users.
- 67% of tobacco users who correctly associated Stonewall with tobacco said they would NOT try it compared to 92% of non-tobacco users.

**Figure C18: Perceived Stonewall as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

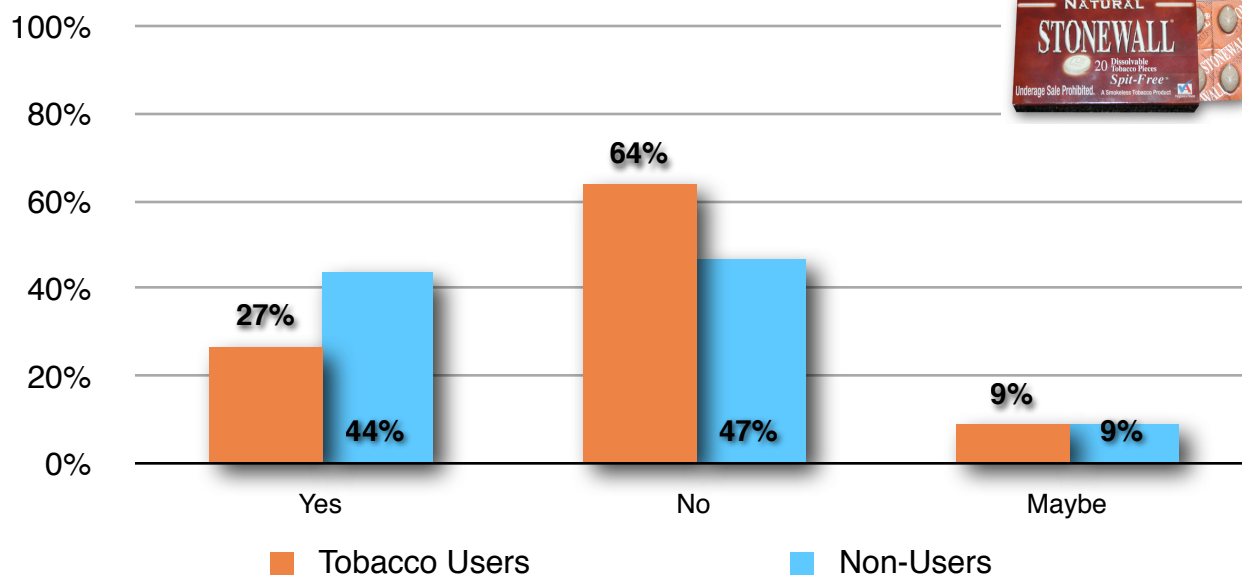
N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

- 27% of tobacco users said their friends were likely to try Stonewall based on its packaging compared to 44% of non-tobacco users.
- 64% of tobacco users said their friends were NOT likely to try Stonewall based on its packaging compared to 47% of non-tobacco users.

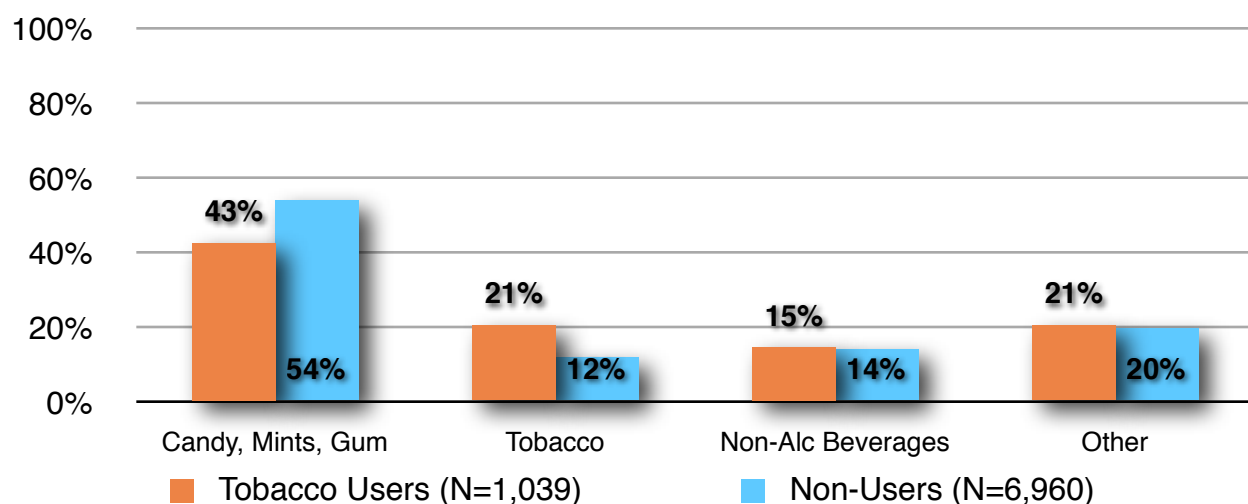
**Figure C19: Friend Intent to Try Stonewall Based on Packaging**



## QUESTIONS REGARDING FROST (SNUS) PRODUCT FLAVOR

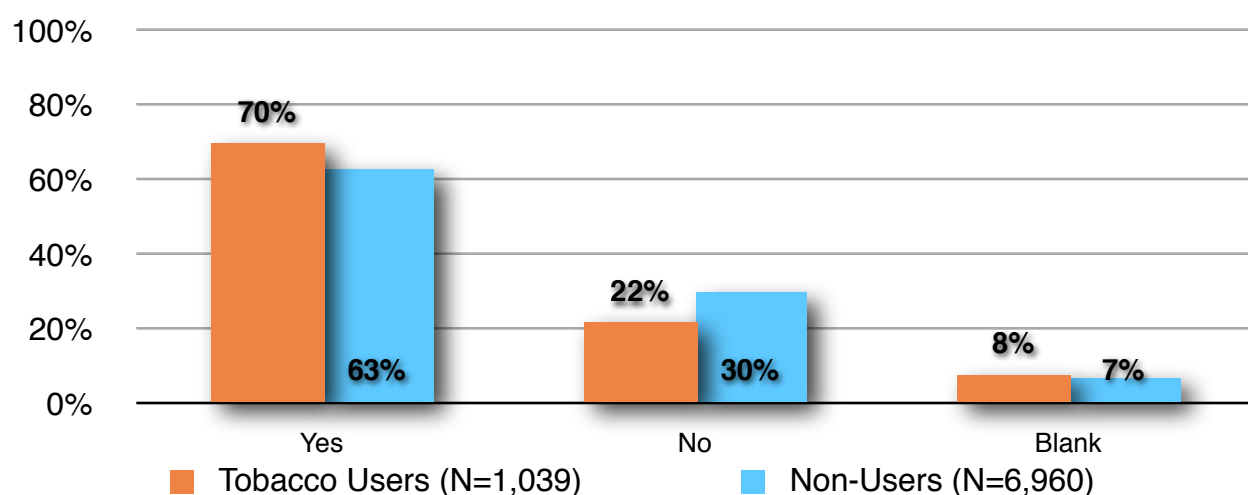
- 43% of tobacco users incorrectly associated Frost flavor with candy, mints, or gum compared to 54% of non-tobacco users.
- 21% of tobacco users correctly associated Frost flavor with tobacco compared to 12% of non-tobacco users.

**Figure C20: Product Perceptions of Frost Tobacco Flavor**



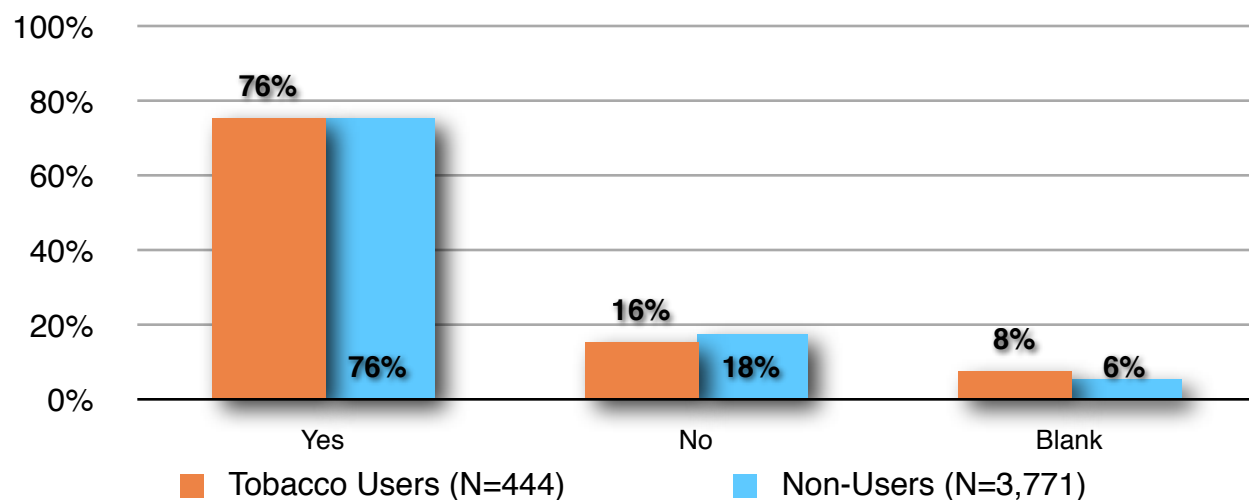
- 70% of tobacco users said they would try Frost flavor compared to 63% of non-tobacco users.
- 22% of tobacco users said they would NOT try Frost flavor compared to 30% of non-tobacco users.

**Figure C21: Self Intent to Try Frost Based on Flavoring**



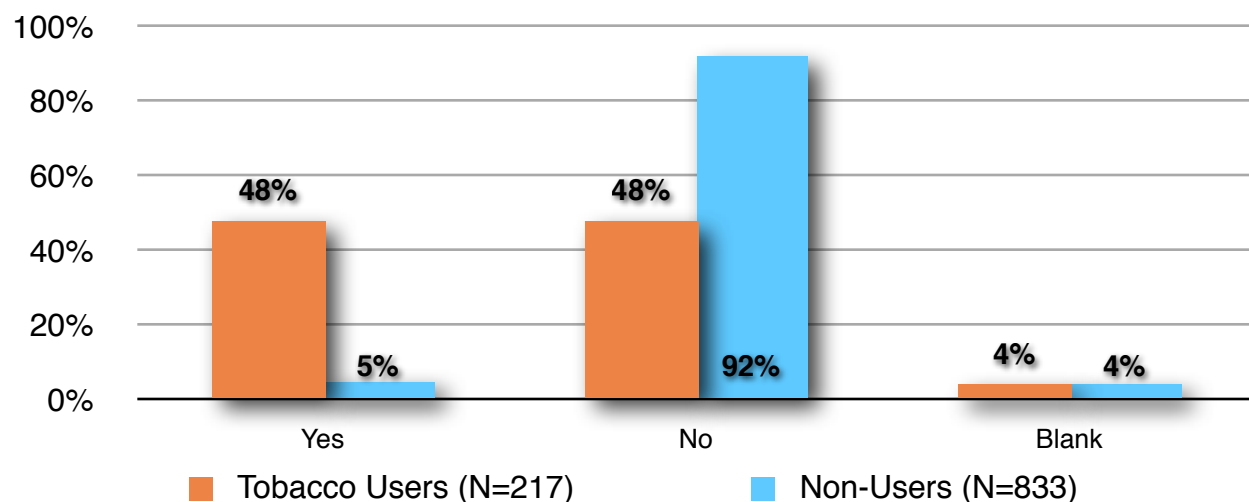
- 76% of tobacco users and non-tobacco users who incorrectly associated Frost flavor with candy, mints, or gum said they would try it.
- 16% of tobacco users who incorrectly associated Frost flavor with candy, mints, or gum said they would NOT try it compared to 18% of non-tobacco users.

**Figure C22: Perceived Frost as Candy, Mints, or Gum and Self Intent to Try**



- 48% of tobacco users who correctly associated Frost flavor with tobacco said they would try it compared to 5% of non-tobacco users.
- 48% of tobacco users who correctly associated Stonewall with tobacco said they would NOT try it compared to 92% of non-tobacco users.

**Figure C23: Perceived Frost as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

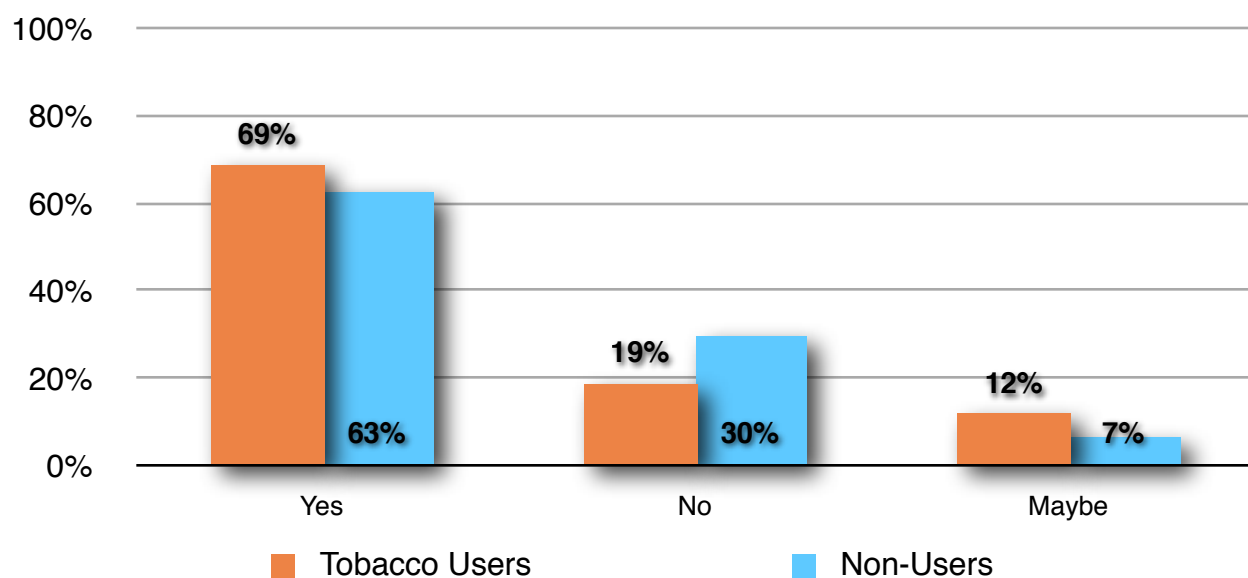
N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

- 69% of tobacco users said their friends were likely to try Frost flavor compared to 63% of non-tobacco users.
- 19% of tobacco users said their friends were NOT likely to try Frost flavor compared to 30% of non-tobacco users.

**Figure C24: Friend Intent to Try Frost Based on Flavoring**

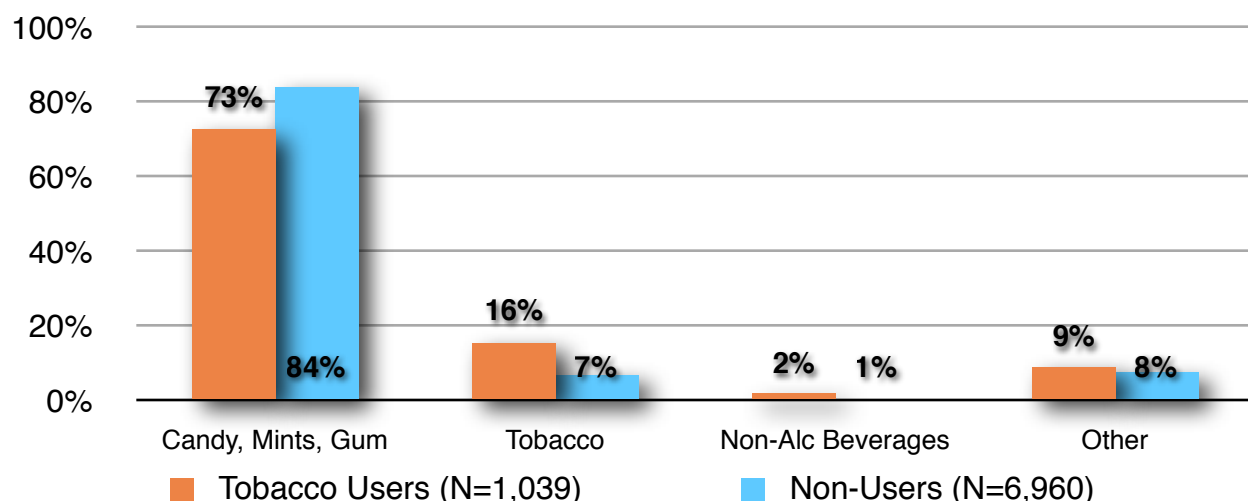




## QUESTIONS REGARDING WINTERGREEN (STONEWALL) PRODUCT FLAVOR

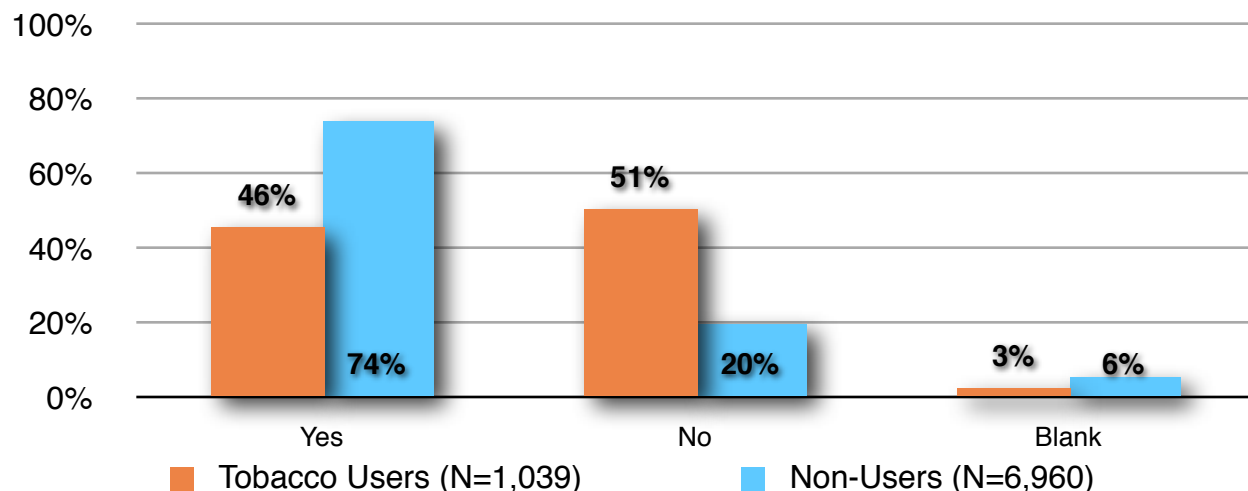
- 73% of tobacco users incorrectly associated Wintergreen flavor with candy, mints, or gum compared to 84% of non-tobacco users.
- 16% of tobacco users correctly associated Wintergreen flavor with tobacco compared to 7% of non-tobacco users.

**Figure C25: Product Perceptions of Wintergreen Tobacco Flavor**



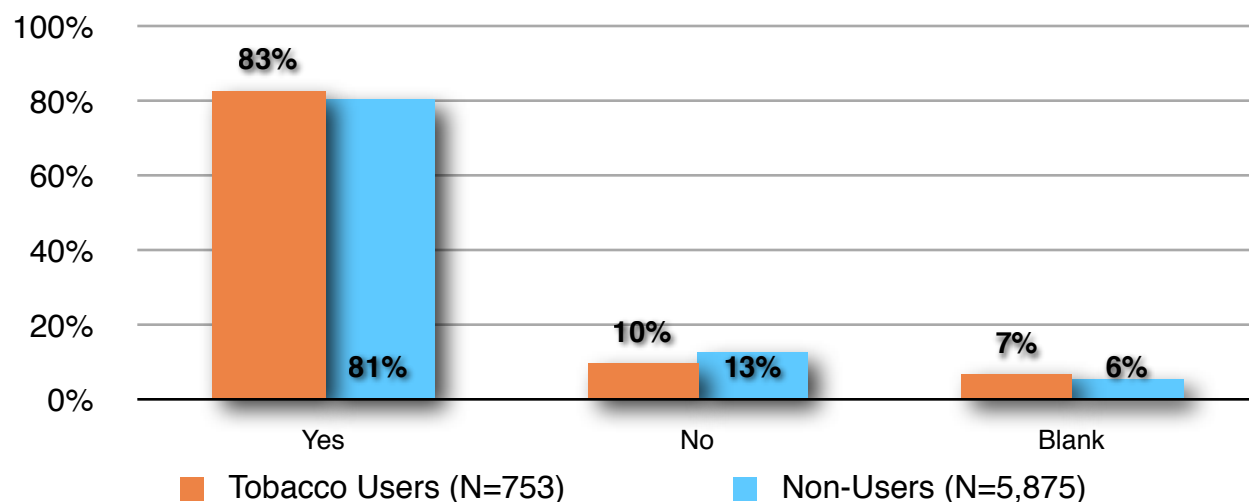
- 48% of tobacco users said they would try Wintergreen flavor compared to 74% of non-tobacco users.
- 51% of tobacco users said they would NOT try Wintergreen flavor compared to 20% of non-tobacco users.

**Figure C26: Self Intent to Try Wintergreen Based on Flavoring**



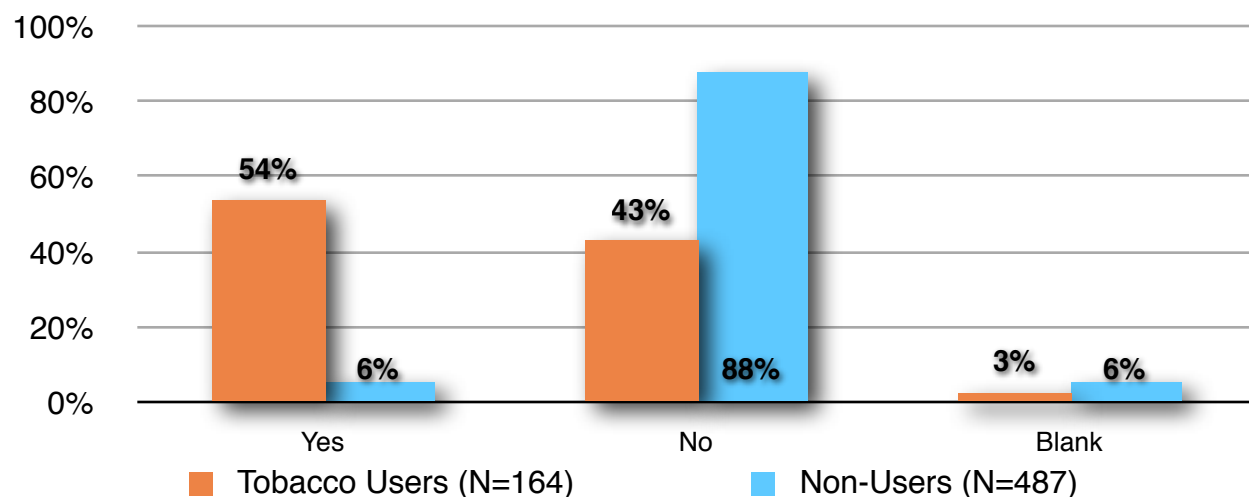
- 83% of tobacco users who incorrectly associated Wintergreen flavor with candy, mints, or gum said they would try it compared to 81% of non-tobacco users.
- 10% of tobacco users who incorrectly associated Wintergreen flavor with candy, mints, or gum said they would NOT try it compared to 13% of non-tobacco users.

**Figure C27: Perceived Wintergreen as Candy, Mints, or Gum and Self Intent to Try**



- 54% of tobacco users who correctly associated Wintergreen flavor with tobacco said they would try it compared to 6% of non-tobacco users.
- 43% of tobacco users who correctly associated Stonewall with tobacco said they would NOT try it compared to 88% of non-tobacco users.

**Figure C28: Perceived Wintergreen as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

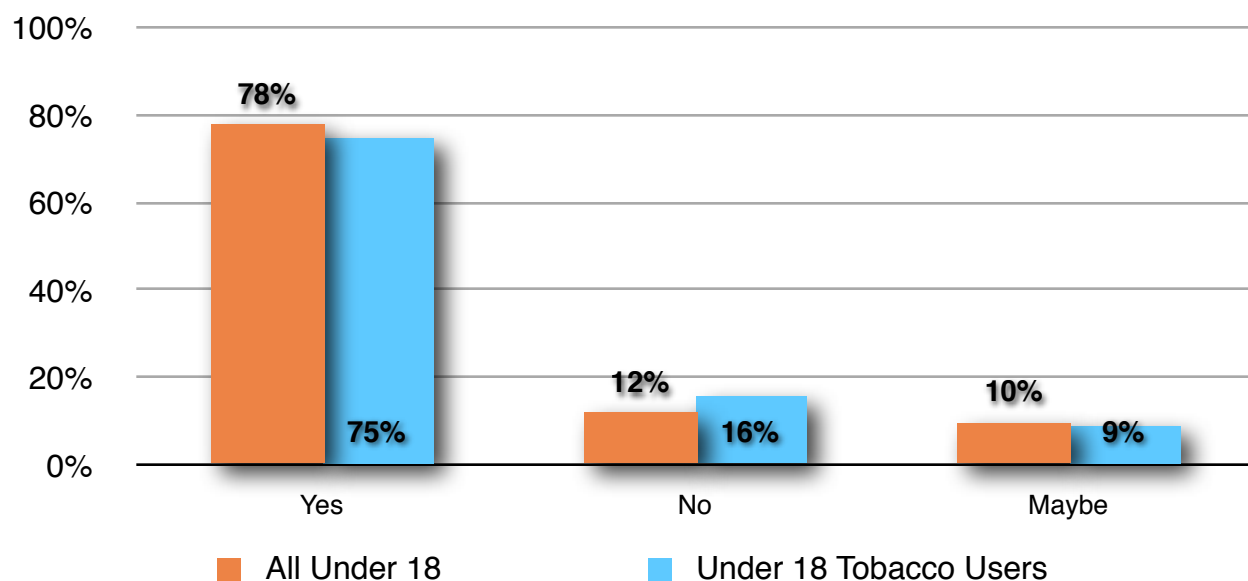
N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

- 78% of tobacco users said their friends were likely to try Wintergreen flavor compared to 75% of non-tobacco users.
- 12% of tobacco users said their friends were NOT likely to try Wintergreen flavor compared to 16% of non-tobacco users.

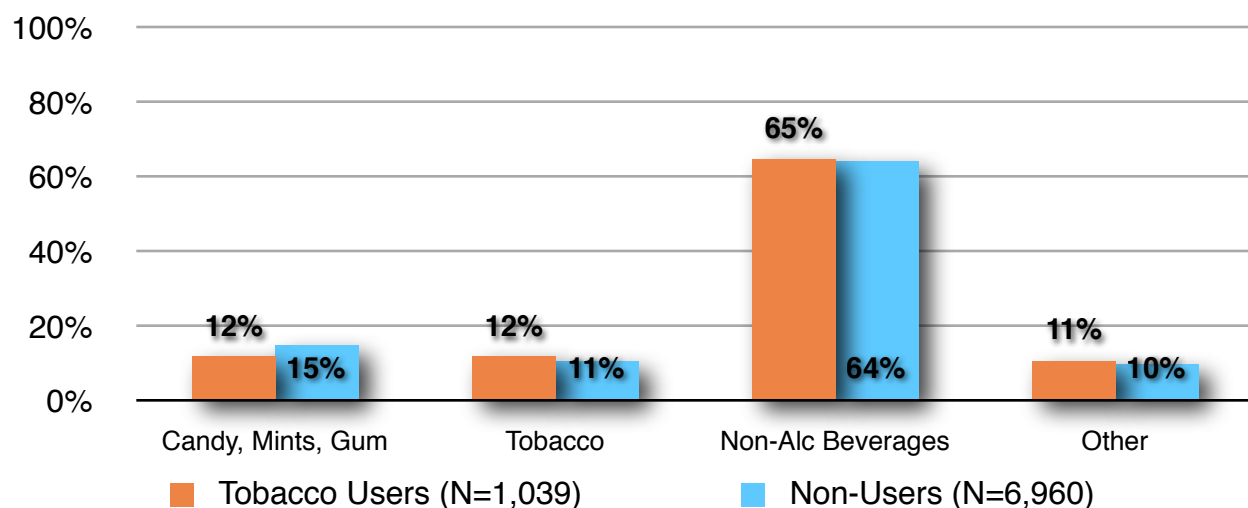
**Figure C29: Friend Intent to Try Wintergreen Based on Flavoring**



## QUESTIONS REGARDING JAVA (STONEWALL) PRODUCT FLAVOR

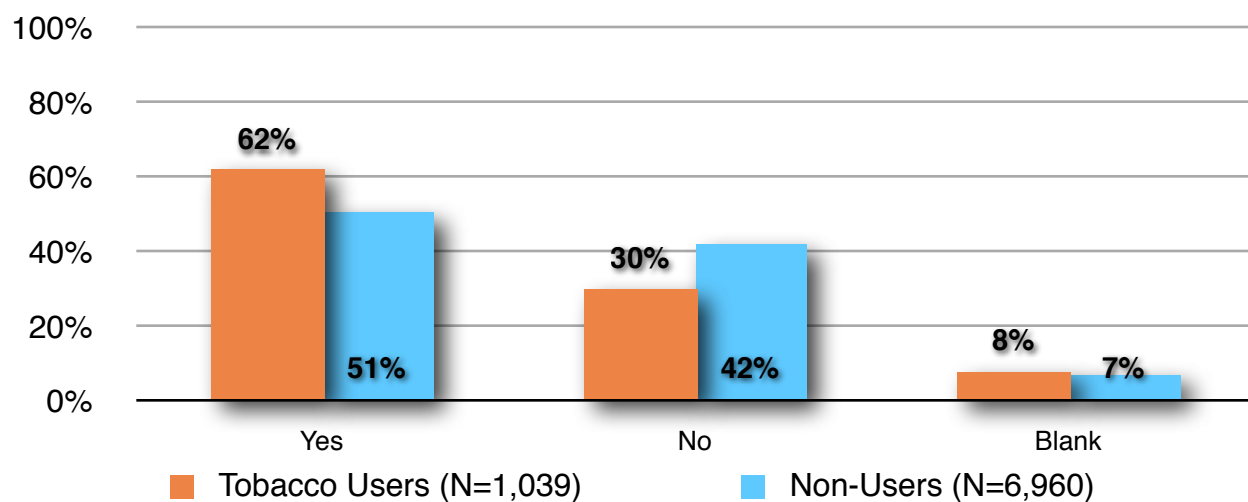
- 77% of tobacco users incorrectly associated Java flavor with candy, mints, or gum and non-alcoholic beverages compared to 79% of non-tobacco users.
- 12% of tobacco users correctly associated Java flavor with tobacco compared to 11% of non-tobacco users.

**Figure C30: Product Perceptions of Java Tobacco Flavor**



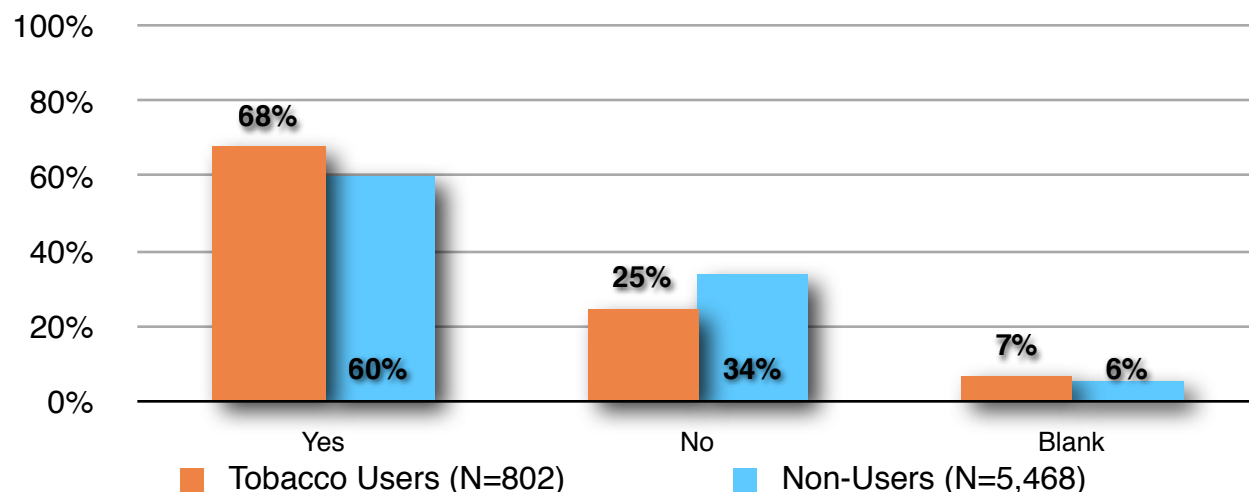
- 62% of tobacco users said they would try Java flavor compared to 51% of non-tobacco users.
- 30% of tobacco users said they would NOT try Java flavor compared to 42% of non-tobacco users.

**Figure C31: Self Intent to Try Java Based on Flavoring**



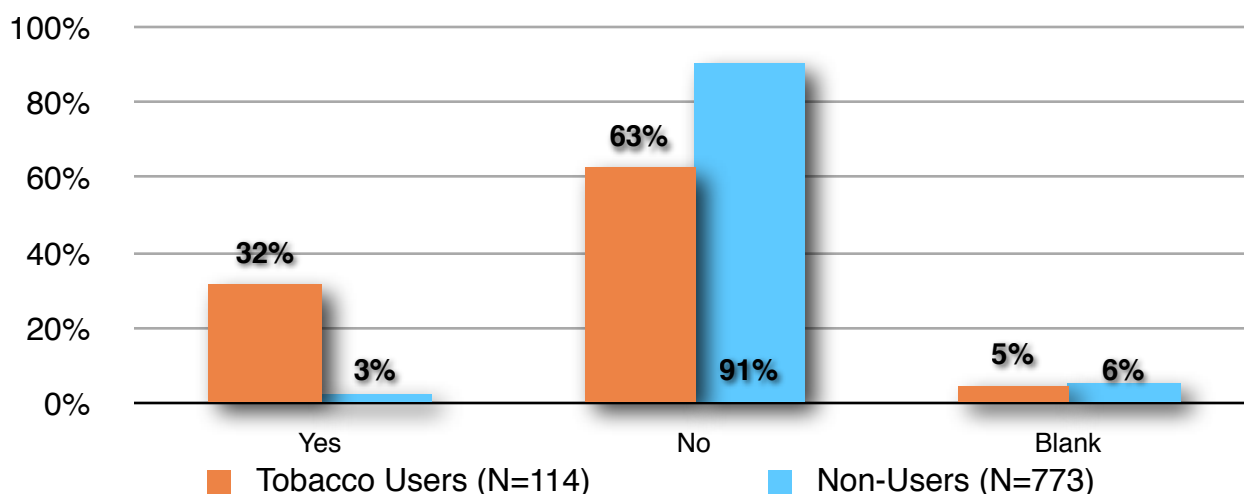
- 68% of tobacco users who incorrectly associated Java flavor with candy, mints, gum, or non-alcoholic beverages said they would try it compared to 60% of non-tobacco users.
- 25% of tobacco users who incorrectly associated Java flavor with candy, mints, gum, or non-alcoholic beverages said they would NOT try it compared to 34% of non-tobacco users.

**Figure C32: Perceived Java as Candy, Mints, Gum, or Non-Alcoholic Beverages and Self Intent to Try**



- 32% of tobacco users who correctly associated Java flavor with tobacco said they would try it compared to 3% of non-tobacco users.
- 63% of tobacco users who correctly associated Java with tobacco said they would NOT try it compared to 91% of non-tobacco users.

**Figure C33: Perceived Java as Tobacco and Self Intent to Try**



Questions regarding friend intent to use products were added in a newer version of the survey. Thus, these questions have a different sample size as follows:

Tobacco Users

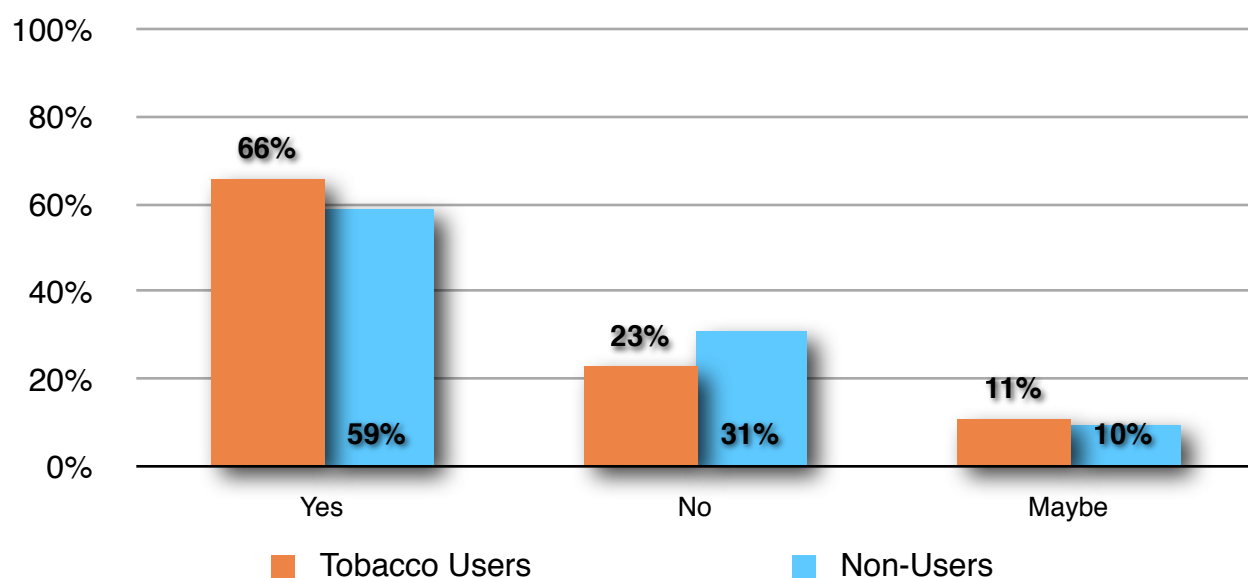
N = 735 instead of 1,039

Non-Users

N = 5,046 instead of 6,960

- 66% of tobacco users said their friends were likely to try Java flavor compared to 59% of non-tobacco users.
- 23% of tobacco users said their friends were NOT likely to try Java flavor compared to 31% of non-tobacco users.

**Figure C34: Friend Intent to Try Java Based on Flavoring**



## Appendix A: New Survey - Integrated Question & Answer Form

**melt down**

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

 What product do you think is in this package?  WOULD YOU TRY IT? ☐ Y ☐ N WOULD YOUR FRIENDS TRY IT? ☐ Y ☐ N

**BASED ON THE FLAVORING** WHAT PRODUCT DO YOU THINK IT IS? AND DOES THIS FLAVOR SEEM LIKE SOMETHING YOU WOULD TRY? WRITE DOWN YOUR ANSWERS FOR EACH FLAVOR.

<b>"FROST"</b>	What product do you think this is? <input type="text"/>	WOULD YOU TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N
<b>"WINTER GREEN"</b>	What product do you think this is? <input type="text"/>	WOULD YOU TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N
<b>"JAVA"</b>	What product do you think this is? <input type="text"/>	WOULD YOU TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N
<b>"COOL MINT"</b>	What product do you think this is? <input type="text"/>	WOULD YOU TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N WOULD YOUR FRIENDS TRY IT? <input type="checkbox"/> Y <input type="checkbox"/> N

**DO YOU THINK YOU WILL SMOKE AT LEAST ONE CIGARETTE IN THE NEXT YEAR?** ☐ Y ☐ N **DO YOU THINK YOU WILL USE ANY TYPE OF TOBACCO IN THE NEXT YEAR?** ☐ Y ☐ N

**TODAY'S DATE**  **Birth YEAR**  **Your INITIALS**

**ZIP CODE**  **GENDER** ☐ Y ☐ N **ARE YOU A PARENT?** ☐ Y ☐ N ----- If yes, do you have a child under 18 years old? ☐ Y ☐ N

**DO YOU USE ANY TOBACCO PRODUCTS?** ☐ Y ☐ N ----- If yes, what tobacco products do you use? Check all that apply: ☐ CIGARETTES ☐ CIGARS ☐ CHEW/DIP ☐ OTHER:

**INTERNAL NOTES**



## Appendix B: Old Survey - Separate Question and Answer Forms



BASED ON THE **PACKAGING**, WHAT PRODUCT DO YOU THINK IS IN EACH PICTURE? AND DOES THIS PRODUCT LOOK LIKE SOMETHING YOU WOULD TRY? WRITE DOWN YOUR ANSWERS FOR EACH PICTURE.

PICTURE	PRODUCT	WOULD YOU TRY IT?
1		
2		
3		
4		
5		
6		

BASED ON THE **FLAVORING**, WHAT PRODUCT DO YOU THINK IT IS? AND DOES THIS FLAVOR SEEM LIKE SOMETHING YOU WOULD TRY? WRITE DOWN YOUR ANSWERS FOR EACH FLAVOR.

FLAVOR	PRODUCT	WOULD YOU TRY IT?
7		
8		
9		
10		

### DEMOGRAPHIC INFO:

- 1) TODAY'S DATE: \_\_\_\_\_
- 2) WHAT ARE YOUR INITIALS? \_\_\_\_\_
- 3) WHAT IS YOUR BIRTH YEAR? \_\_\_\_\_
- 4) WHAT IS YOUR ZIP CODE? \_\_\_\_\_
- 5) WHAT IS YOUR GENDER? M F
- 6) ARE YOU A PARENT? YES NO  
IF YES, DO YOU HAVE A CHILD UNDER 18 YEARS OLD? YES NO
- 7) DO YOU USE ANY TOBACCO PRODUCTS? YES NO  
IF YES, WHAT TOBACCO PRODUCTS DO YOU USE? CHECK ALL THAT APPLY:  
☐ CIGARETTES    ☐ CIGARS    ☐ CHEW/DIP    OTHER \_\_\_\_\_